No. 58 Oct. '60

# MAD

OUR PRICE 25c CHEAP

## No longer a memory, but here today!

That good old-time flavor is back. Now you can get the Original Past Blue Ribbons – the very same beer that won first prize at the 1893 World's Fair. Because we just found 71,000 old kegs of it in our cellar. So we've bottled it, put a phony moustache on the guy in the ad, and now we're trying to get rid of the stuff.

THE REAL, HONEST TO GOODNESS
ORIGINAL
Past
Blue Ribbons
BEER

Only We Don't Expect To Win Any Blue Ribbons With This Beer! After All, It's Almost Seventy Years Old!

NUMBER 58 OCTOBER 1960

# MAD

*"That little voice inside us, which used to be our conscience, is now a pocket radio!"* — Alfred E. Neuman

**PUBLISHER:** William M. Gaines **EDITOR:** Albert B. Feldstein

**ART DIRECTOR:** John Putnam **IDEAS:** Jerome A. De Fuccio
**PRODUCTION:** Leonard Brenner **LAWSUITS:** Martin J. Scheiman, Esq.

**SUBSCRIPTIONS:** Gloria Orlando, Celia Morelli
**CONTRIBUTING ARTISTS AND WRITERS:**
The Usual Gang of Idiots

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**MAD** — October 1960, Vol. 1, Number 58, is published monthly except February, May, August and November, by E.C. Publications, Inc., at 225 Lafayette Street, New York 12, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for $2.00 in the U.S. Elsewhere, $2.50. Entire contents copyright 1960 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped, self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

## VITAL FEATURES

**THE "VIOLENCE TREND" ON TV .... 4**

We predict that violence on TV will spread into other program areas, and we'll react accordingly — by getting violently ill.

**SUCCESSFUL MERCHANDISING ..... 11**

A manufacturer can create a product for one purpose and when it flops, pass it off for another purpose — like we've done with **MAD.**

**AMATEUR PHOTOGRAPHY ..... 15**

To research the hobby, we talked to camera bugs and discovered that Amateur Photography is nothing but a "flash in the pan"!

**A HISTORY OF THE MIDDLE 1900'S .. 21**

**MAD** decries how history texts over-simplify past events. In fact, we worry that future history texts won't even mention **MAD.**

**SAILING ..... 26**

**MAD** turns its attention to a popular leisure-time activity in an attempt to satirically take some of the wind out of its sails.

**MAD'S POLITICAL ALPHABET BOOK .. 36**

An ABC of U.S. Politics which teaches K-G deals, M-T promises, moral D-K, in fact N-E-thing for a vote, even playing P-N-O.

**MAD'S COLORING BOOK ..... 42**

Here's an up-to-date kid's coloring book, especially designed by **MAD** to help our young people see the world in its true colors.

**HIGHWAY SQUAD ..... 45**

A TV show dedicated to the unsung heroes of our nation's roads who make this unique unit possible, mainly, the law-breakers.

# IT'S AMAZINGLY LIFELIKE!

(CONSIDERING IT'S A PORTRAIT OF A DEADHEAD!)

**So Look Alive Yourself! Order Your**

**BISQUE CHINA BUST OF**

ALFRED E. NEUMAN

use coupon or duplicate

MAD BUST
225 LAFAYETTE STREET
NEW YORK CITY 12, N. Y.

I want to look alive so I'm ordering my bust(s) of Alfred E. Neuman. Now, I not only look alive, I look a fool!

I ENCLOSE $_____FOR:

☐ 5½" Bust(s) at $2.00 each

☐ 3¾" Bust(s) at $1.00 each

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE ____


Hi! Marginal Marvin again, with another session of "MAD Y'OX," the game that makes any clod into a gag cartoonist as long as he can make an "O" and an "X!"

## LETTERS DEPT.

### LUCKY GIRL

I was to be married next month. My boyfriend's name is Claude. Unfortunately, I read MAD. So the last time I saw him, I said, "Hello, CLOD!" I am not going to get married next month now! Thanks a million!

Angie Frost
Edmonton, Alberta

You're welcome, and consider yourself fortunate! Nobody wants to marry a clod!—Ed.

### MEETING OF MINDS

I was watching the magazine rack the other day when I spied this man glancing from side to side to see if anyone was looking at him. Then, when he was sure nobody was around, he snatched up the July issue of your insane magazine, and sneaked over to the cashier. I saw the whole thing from behind the book rack where I was hiding, waiting till the coast was clear for *my* turn!

Judy Heger
Chicago, Ill.

### A FAVOR

The first thing I want to make clear is that I would NEVER waste a good quarter buying your rotten, idiotic magazine. A few of my friends are demented enough to do so, though, and I get a chance to see every stupid issue. It is my opinion that you would be doing both the older and younger generation a gigantic favor by ceasing the publication of the trash you compile and call a magazine.

PFC Joan Klug
Ft. McClellan, Ark.

And mainly, you could stop making such a fool of yourself going around borrowing every issue from your demented friends! — Ed.

### MAD Y'OX

I want to congratulate Marginal Marvin on his wonderful new game, "MAD Y'OX." The idea itself is ridiculously stupid, but it serves a purpose. After twisting and turning around my copy of MAD trying to find every "MAD Y'OX," the issue gets so crumbled I can't read any of the articles. And that's a relief!

Bart Culver
Arlington, Va.

### SUBSCRIPTION AD QUOTE

Alexander Pope, in "An Essay on Criticism," wrote: "A little LEARNING is a dangerous thing." I guess a little KNOWLEDGE is *also* a dangerous thing, judging from your subscription ad on pg. 3 of MAD #56.

Tim Bond
Ottawa, Ontario, Can.

Which is exactly what we said in the ad! By the way, who's Alexander Pope? — Ed.

### NOT LISTED

Even though you guys have a huge circulation, MAD is not listed in the "Leading U.S. Consumer Magazines" department of the *World Almanac*. How come?

Dave Kloman
Beaver, Pa.

We obviously don't appeal to that Leading U.S. Consumer, whoever it is! — Ed.

### PRETTY CHEAP

Upon receiving the back issues I'd ordered, I noticed that you had ripped off the return address from my letter to you, and pasted it on your letter to me. That's pretty cheap!

Wm. J. Ricketts
Weston, Conn.

It's also pretty lazy! — Ed.

### WHY POLITICS?

All the kids I know that read MAD are between 13 and 16, so why all the politics lately? Us kids love your magazine, but we don't care a hoot about Politics!

John Spence
Longview, Texas

Which is just what the politicians are counting on! — Ed.

## WE'RE OUT...WITH OUR THIRD STRIKE!

Yes, we're out with our third strike against the book publishing industry . . . our latest de luxe anthology, **THE GOLDEN TRASHERY OF MAD**, it joins our two previous swings: **MAD FOR KEEPS** and **MAD FOREVER** to bring you 136 pages of humor, satire and foul tips, many in vivid color—plus a forward pitch by Sid Caesar (who throws us a mean curve). So if you want a permanent hard-cover collection of the best of our past hits and errors, order a copy. It'll probably be thrown out at home.

MAD ANTHOLOGY DEPARTMENT
225 Lafayette Street New York 12, N. Y.

I enclose **$2.95** each. Please send the anthologies checked below . . .

☐ THE GOLDEN TRASHERY OF MAD

☐ MAD FOR KEEPS ☐ MAD FOREVER

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE ____

All you have to do to play "MAD Y'OX" is: Think of a gag situation, then illustrate it with "O's" and "X's"... like these...

### JUNK MAIL

Seeing as I wasted $2.00 on a subscription to MAD, I thought you might be interested in seeing where I keep all my important mail.

Edmund Pollack
San Diego, Calif.

### WHA'D HE SAY?

Your magazine is doing a wonderful job doing whatever it is it's supposed to be doing!

Jay Hunt
London, Ont.

And you're doing a wonderful job saying whatever it is you're supposed to be saying! — Ed.

### BUMPER STICKER

I recently sent for an "Alfred E. Neuman for President" kit, and when I received it, I put the bumper sticker on the rear bumper of our car. After a while, my father removed the rear-view mirror, saying, "We don't need this any more, because nobody ever rides behind us!" I wonder why?!?

Robert Rogin
East Brunswick, N. J.

Maybe cars perspire like statues! — Ed.

### CAMPAIGN POSTER

In our school election, one of the candidates used an "Alfred E. Neuman for President" poster in his campaign. The poor schnook didn't get one single vote! What do you say to that?

David Horton
Detroit, Mich.

How many votes did Alfred get? — Ed.

### PUBLIC SPIRITED SOLUTION

Perhaps a public-spirited magazine like MAD can help our neighbor who has a problem. She is very concerned about the fact that there are ten frankfurters in every package, but only eight rolls in every package. What should she do?

Betty Luginbill
Hyattsville, Md.

Tell your neighbor to buy four packages of frankfurters, and five packages of rolls! — Ed.

### GRATEFUL E.M.

We wish to extend to you our whole hearted thanks for the enlightening article in the July issue of MAD (#56) called, "The U.S. Army Chicken Officer's Field Manual." We are grateful that someone has at last broke the ice and exposed the Army for what it is. We hope you will continue to print similar articles in the future before the government closes in on you.

The Enlisted Men
3rd How. Bn. 16th Arty.
Ft. Bragg, N. C.

### MAD EDUCATORS

I recently confiscated a copy of your magazine from a pupil who was reading it in class. That noon, I took it to the teacher's room and made the mistake of glancing through it. In two days, the whole staff had thumbed through it, and become dedicated MAD fans. Keep up the good work!

Otis Storr
Head of Physics Dept.
Mt. Royal High School
Mount Royal, Quebec

### ALL CORRESPONDENCE

Even though your letter page ends up by advising everybody to "please address all correspondence to MAD," my mother told me not to do it. Why do you want *all* my correspondence addressed to MAD?

Paul T. Hopper
Washington, D.C.

We're nosey! — Ed.

Please address all correspondence to: MAD, Dept. 58, Room 706, 225 Lafayette Street New York 12, New York


# DO YOU MAKE THESE MISTAKES IN ENGLISH?

SUBSCRIBE TO MAD

(And make the biggest mistake of your life!)

----------use coupon or duplicate ----------

MAD SUBSCRIPTIONS
225 LAFAYETTE STREET
NEW YORK CITY 12, N. Y.

I enclose $2.00. Please add my name to your subscription list, and send me the next nine issues of MAD. I want to keep making these mistakes in English, including the one I'm making now—filling out the coupon.

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE ____

## IT'S NOT THE HEAT...

It's the humility of having to push these full-color pictures of our "What—Me Worry?" kid, Alfie, every issue. If you're crazy with the heat, and want one, send 25¢ to: Dept. "What—Color?", c/o MAD Magazine 225 Lafayette St., N.Y.C. 12

# BOO-BOOS

## ARE OUR ONLY BUSINESS

. . . and you get the outstanding highlights of our past mistakes in this 8th pocket-size book. "The Organization MAD" joins "The MAD Reader", "MAD Strikes Back", "Inside MAD", "Utterly MAD", "The Brothers MAD", "The Bedside MAD", and "Son of MAD" to bring you a collection of the strained pap we've been feeding our readers.

ON SALE AT YOUR FAVORITE NEWSSTAND
OR YOURS BY MAIL FOR 40¢
The Complete Collection — All **EIGHT** — For **$2.60**

MAD POCKET DEPARTMENT
225 Lafayette Street New York City 12, N. Y.

Even though I may look like a Babe in the Wood, please send:

☐ THE ORGANIZATION MAD I enclose 40¢
☐ COMPLETE COLLECTION I enclose $2.60

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE ____

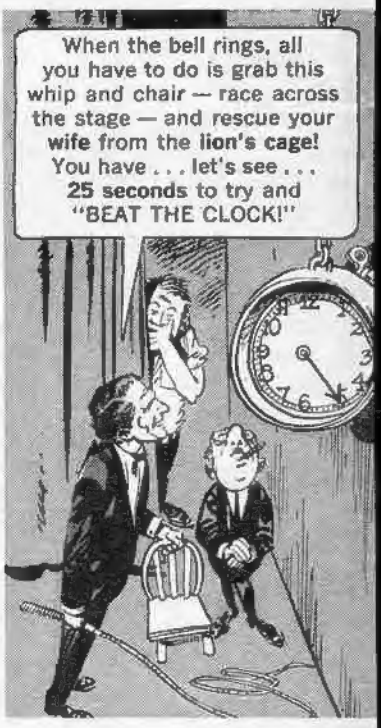
"There's a trapdoor around here somewhere, Philo!"

**21-INCH SCREAM DEPT.**

In spite of the criticism leveled at it from all quarters, television is still as violent as ever — only more so. Today, from coast to coast, the cathode ray tubes run with gore, and the rabbit ears vibrate to the crash of gunfire and the crunch of fist-on-chin. Because the TV moguls are well-aware of the time-tested

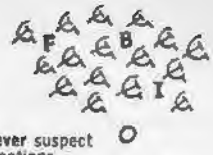
# THE "VIOLENCE

## VIOLENCE IN "GIVE-AWAY" SHOWS...




## VIOLENCE IN "WEATHER FORECASTS"...

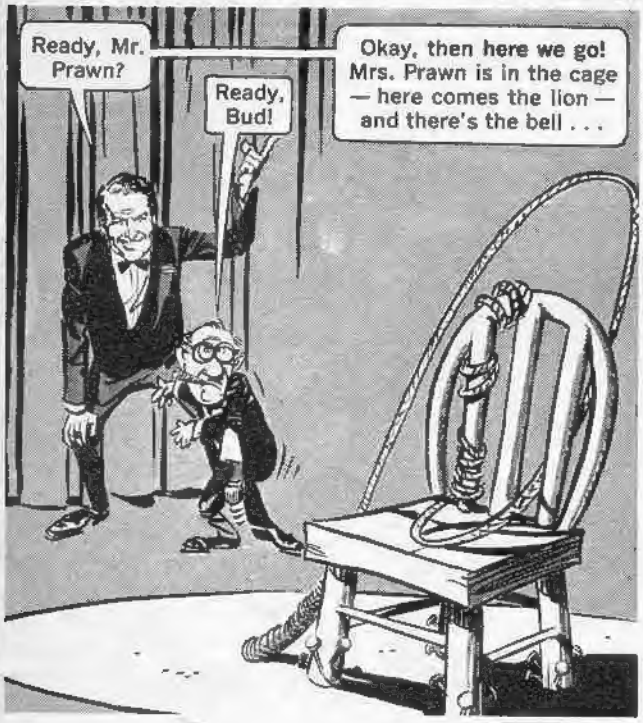
entertainment formula, namely—that VIOLENCE SELLS! In fact, the way things are going, MAD figures that it's only a matter of time before this emphasis on "blood 'n guts" spreads to other television areas beside Crime and Western shows. And then we'll be seeing *these* exciting new developments, as they continue . . .



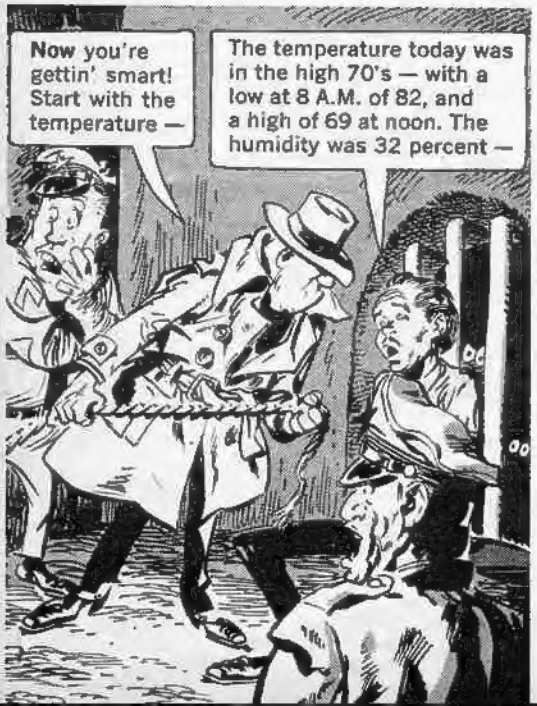
"Comrades, they'll never suspect we hold our secret meetings in this abandoned supermarket!"

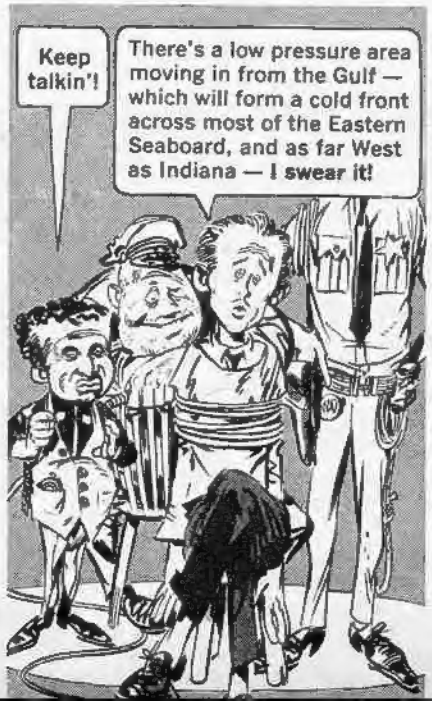
# TREND" ON TV

ARTIST: MORT DRUCKER WRITERS: SY REIT with DAVID BERG, FRANK JACOBS & LARRY SIEGEL

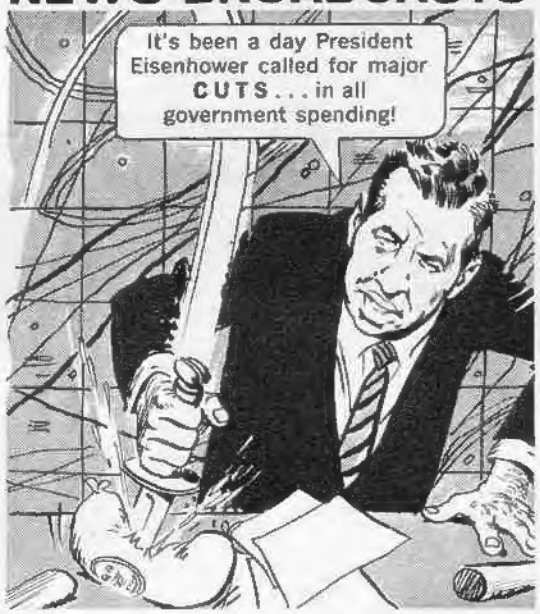


"Check everyone who leaves the lab carefully! Someone has stolen some Uranium!"

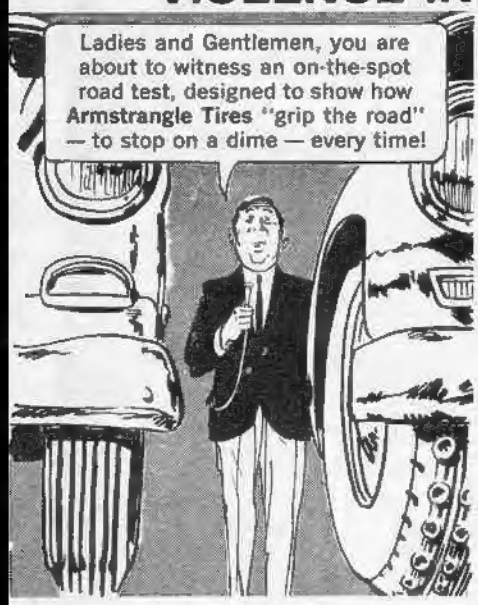


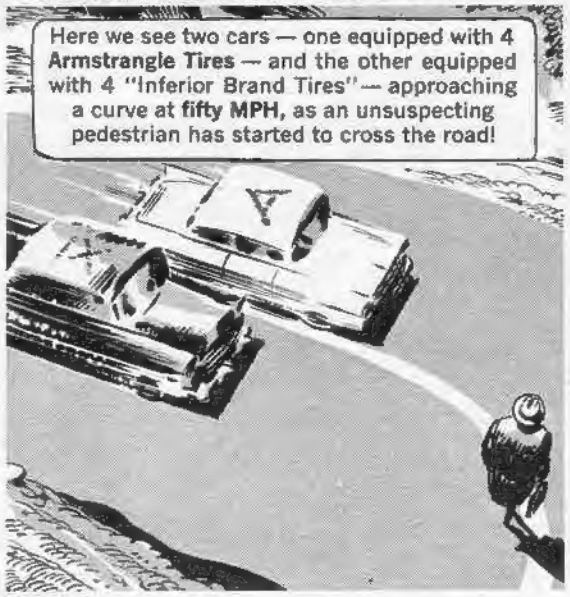



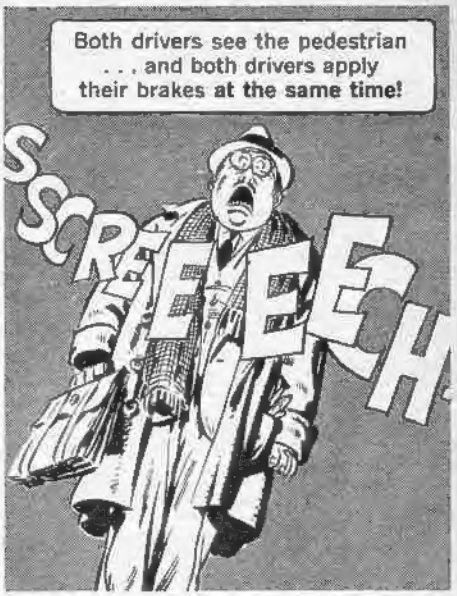
## VIOLENCE IN "NEWS BROADCASTS"...



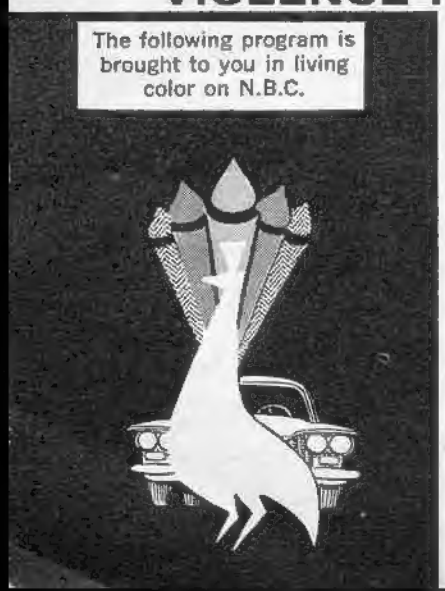
## VIOLENCE IN "COMMERCIALS"...

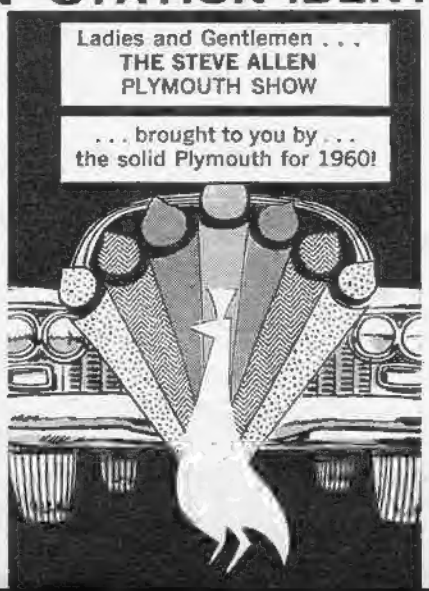


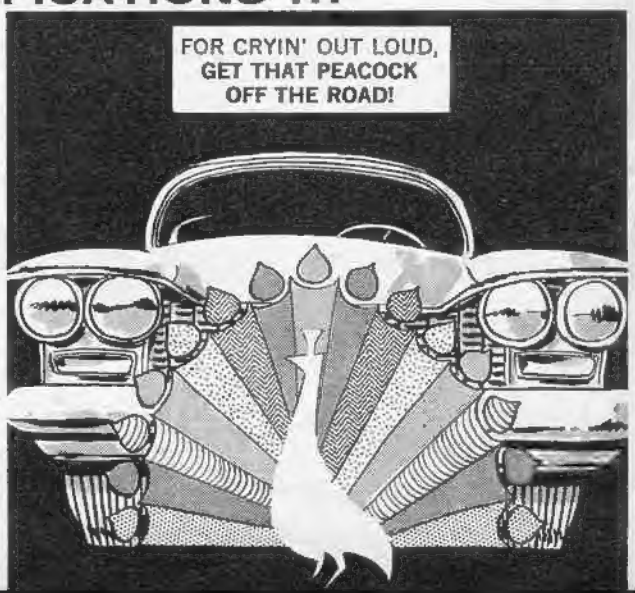



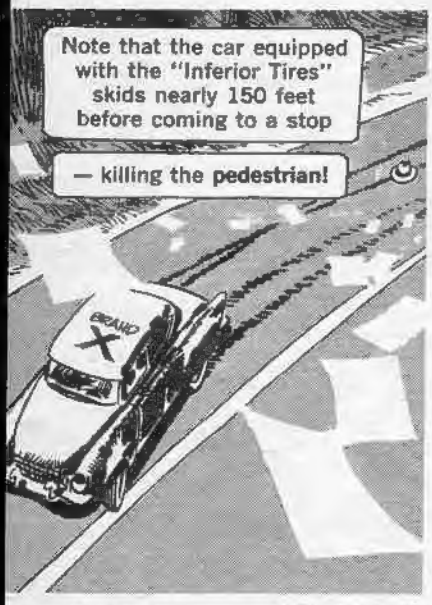

## VIOLENCE IN "STATION IDENTIFICATIONS"...

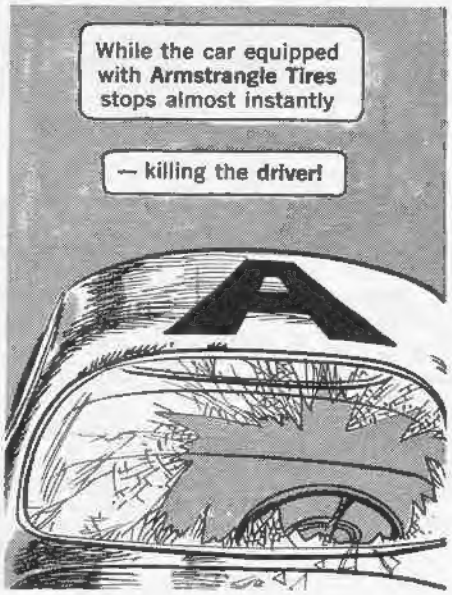


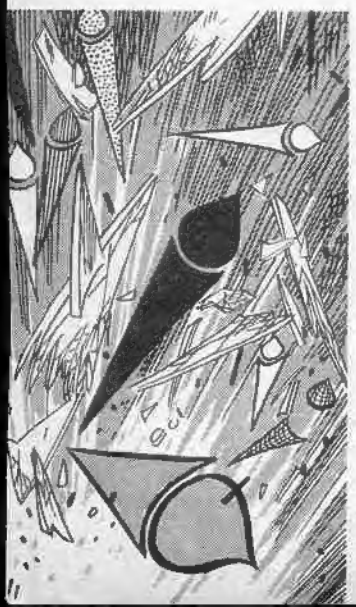



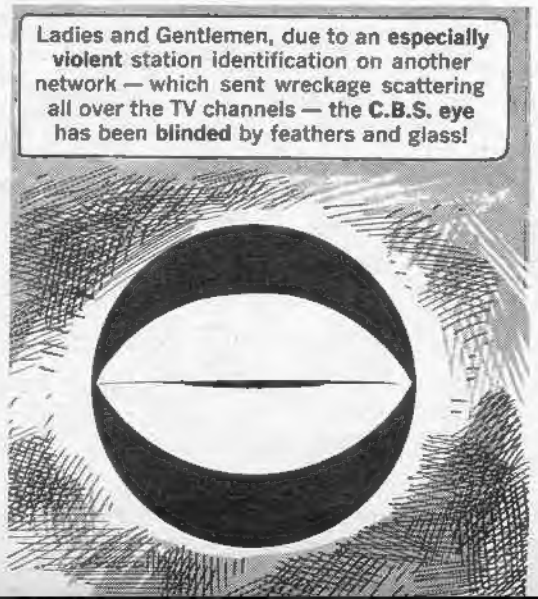
"Why do I have to pose like this if you're only painting my face?



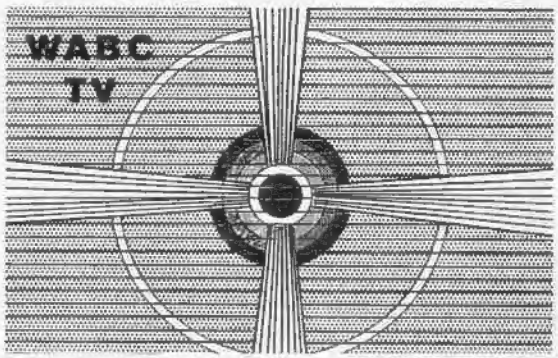

"All I know is, his name is Noah and he says we're in for some rain!"

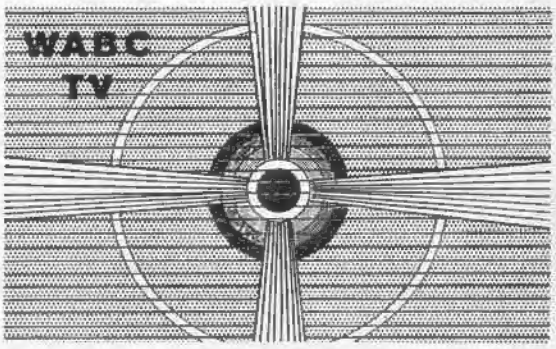


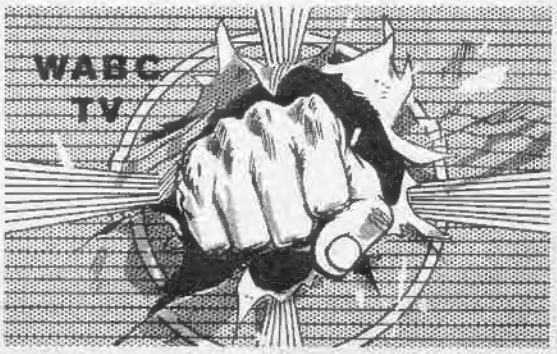



## VIOLENCE IN "SPECIAL ANNOUNCEMENTS"

## VIOLENCE IN "TV TEST PATTERNS"



**BOP-FLY DEPT.**

In 1888, some "square" named Ernest Lawrence Thayer wrote a poem which was destined for wide acclaim, entitled "Casey at the Bat." But, like all poems of that period, it was written in the language of that period (which figures!) To bring it up to date, MAD presents a "hip" version of the poem which is destined for obscurity, entitled:

# "COOL" CASEY AT THE BAT

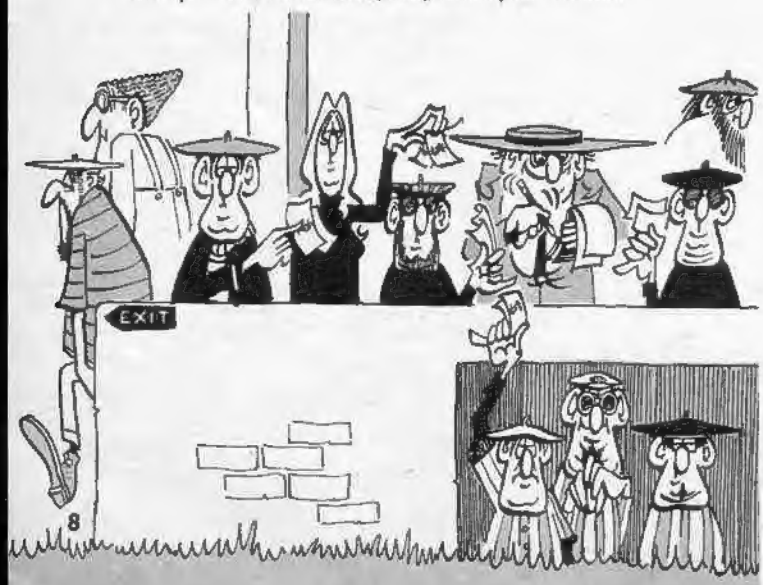
The action wasn't groovy for the Endsville nine that day;
The beat was 4 to 2 with just one chorus more to sway.

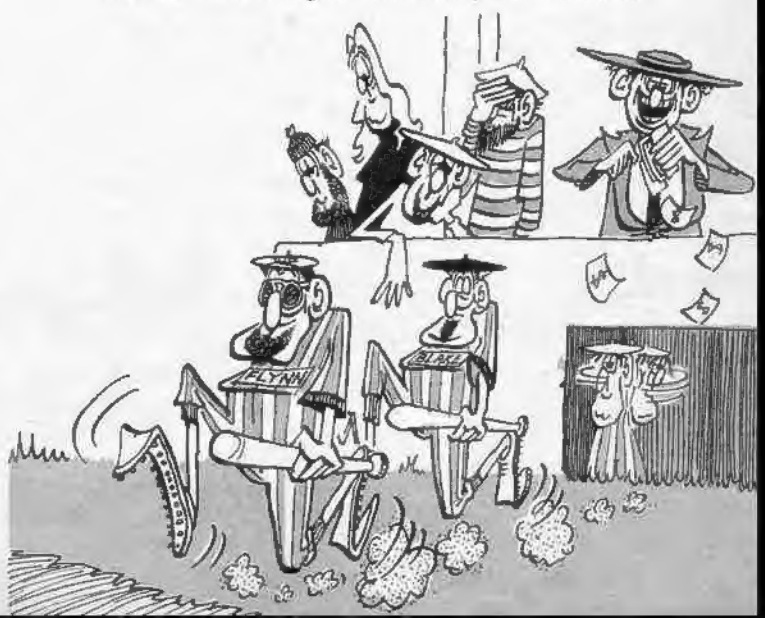
And when old Cooney conked at first, and Barrows also sacked,
A nowhere rumble bugged up all the cats who dug the act.

A hassled group got all hung up and started in to split;
The other cats there played it cool and stayed to check the bit:
They figured if old Casey could, like, get in one more lick—
We'd put a lot of bread down, Man, on Casey and his stick!

ARTIST:
DON MARTIN

But Flynn swung before Casey, and also Cornball Blake,
And the first stud didn't make it, and the other couldn't fake;
So the cats and all their chicks were dragged and in a bluesy groove,
For it was a sucker's long-shot that old Casey'd make his move.



But Flynn blew one cool single, and the hipsters did a flip,
And Blake, who was a loser, gave the old ball quite a trip;
And when the tempo let up, like a chorus played by Bird,
There was Cornball stashed at second and Flynn holed up at third.

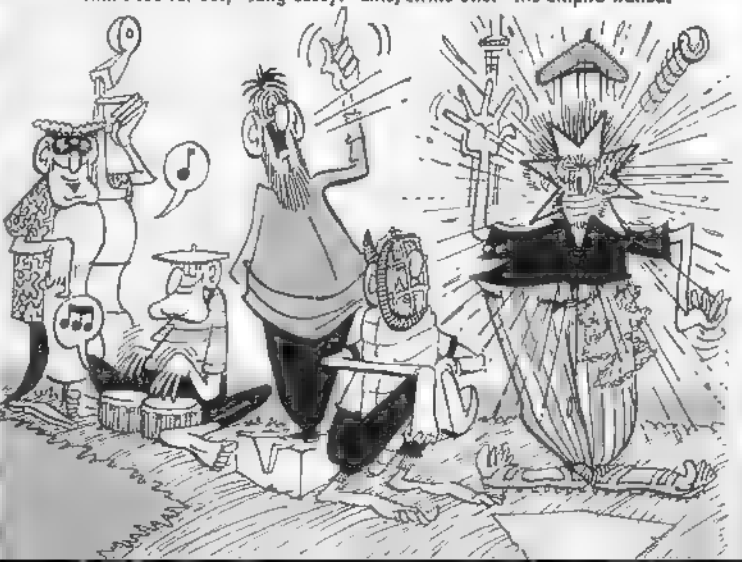
Then from five thousand stomping cats there came a crazy sound;
It rocked all through the scene, Man — it really rolled around;
It went right to the top, Dad, and it charged on down below,
For Casey, swinging Casey — he was comin' on to blow!

There was style in Casey's shuffle as he came on with his stick;
There was jive in Casey's strutting; he was on a happy kick.
And when, to clue in all the cats, he doffed his lid real big,
The Square Johns in the group were hip: t'was Casey on the gig.

And now the crazy mixed-up ball went flying out through space.
But Casey, he just eyed it with a cool look on his face.
Right at that charged-up sideman, the old ball really sailed —
"That's too far out," sang Casey. "Like, Strike One!" the umpire wailed.

Ten thousand peepers piped him as he rubbed fuzz on his palms;
Five thousand choppers grooved it when he smeared some on his arms.
Then while the shook-up pitcher twirled the ball snagged in his clutch,
A hip look lit up Casey, Man, this cat was just too much!

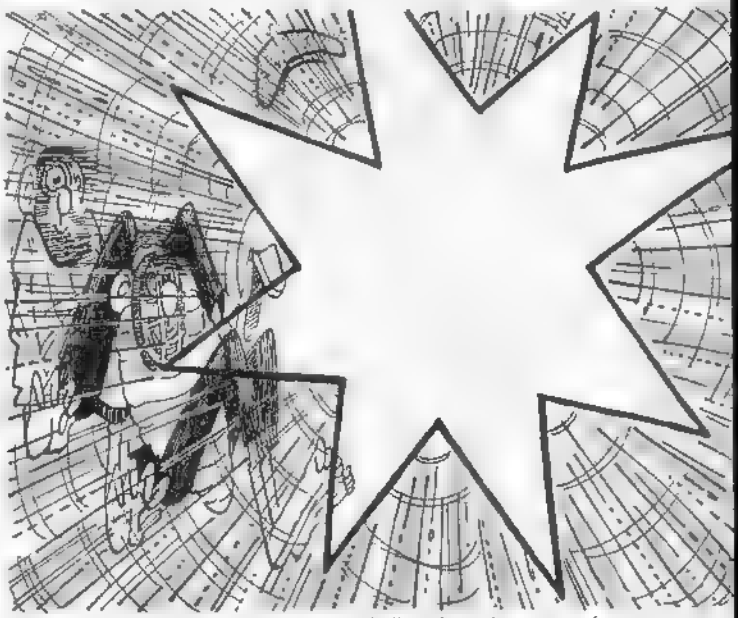
From the pods stacked high with hipsters there was heard a frantic roar,
Like the beating of the bongos from a frenzied Be-Bop score,
"Knife him! Knife that ump, Man!" wailed some weirdo left-field clown;
And they would have cut the cat up, but cool Casey put them down.



With a real gone Beatnik grin on him, old Casey cooked with gas;
He fanned down all that ribble, and he sang, "On with this jazz!"
He set the pitcher straight, and once again the old ball flew;
But Casey wouldn't buy it and the ump howled, "Like, Strike Two!"

"He's sick!" wailed all the hipsters, and the Squares, too, sang out "Sick!"
But a nod from Daddy Casey, and those cats got off that kick.
They dug the way he sizzled, like his gaskets were of wax;
They were hip that Casey wouldn't let the ball get by his ax

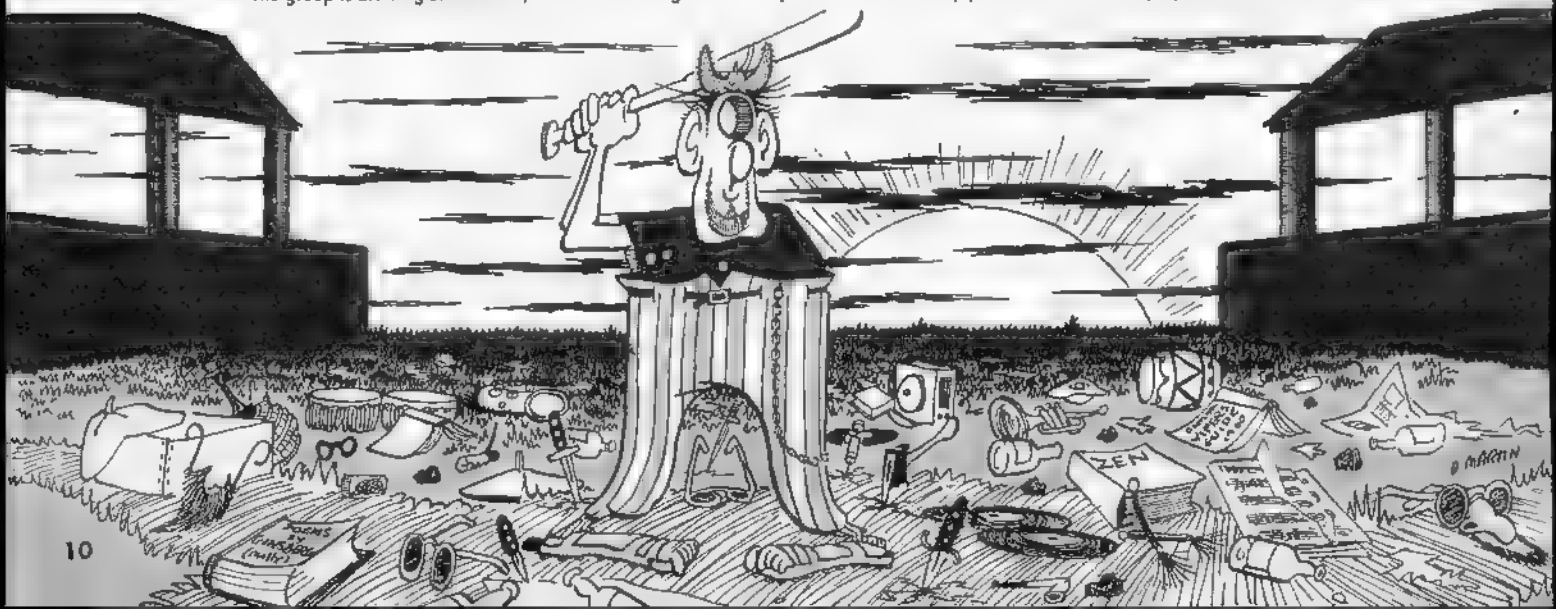
The cool look's gone from Casey's chops, his eyes are all popped up;
He stamps his big ax on the plate, he really is hopped up.



And now the pitcher caps the ball, and now it comes on fast,
And now the joint is jumpin' with the sound of Casey's blast.

Man, somewhere in this far-out scene the sun is packing heat;
The group is blowing somewhere, and somewhere guts are beat,

And somewhere big cats break up, and small cats raise the roof;
But there is no joy in Endsville — Swinging Casey made a goof.



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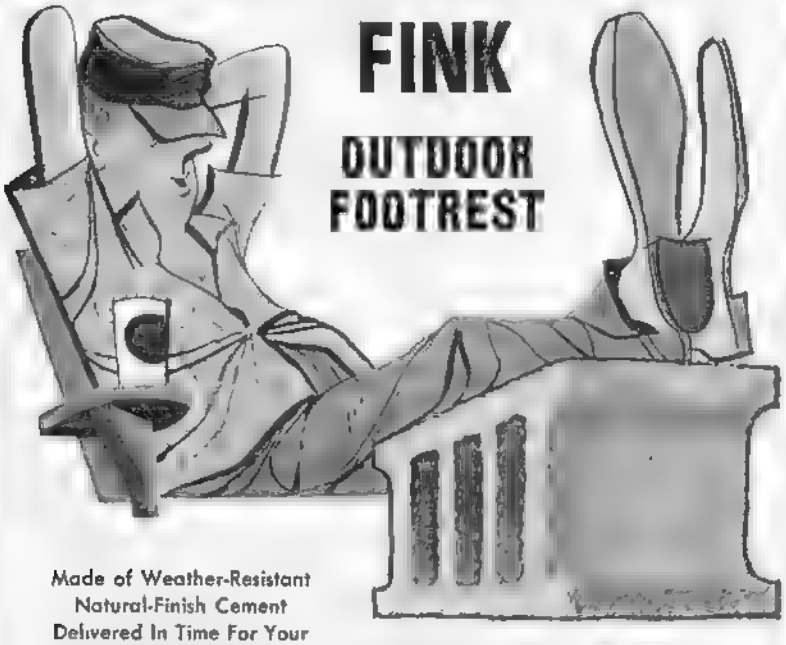

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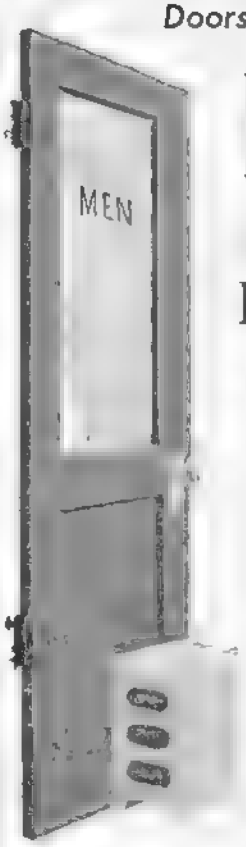


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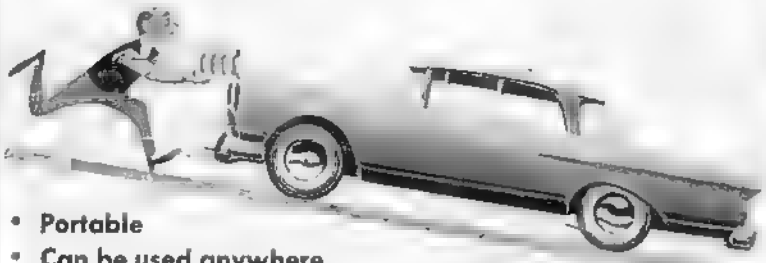

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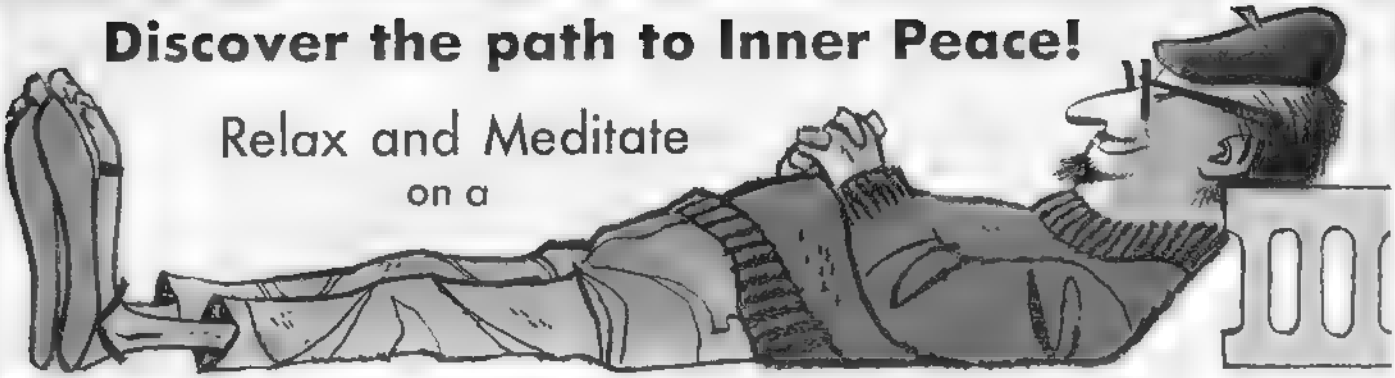

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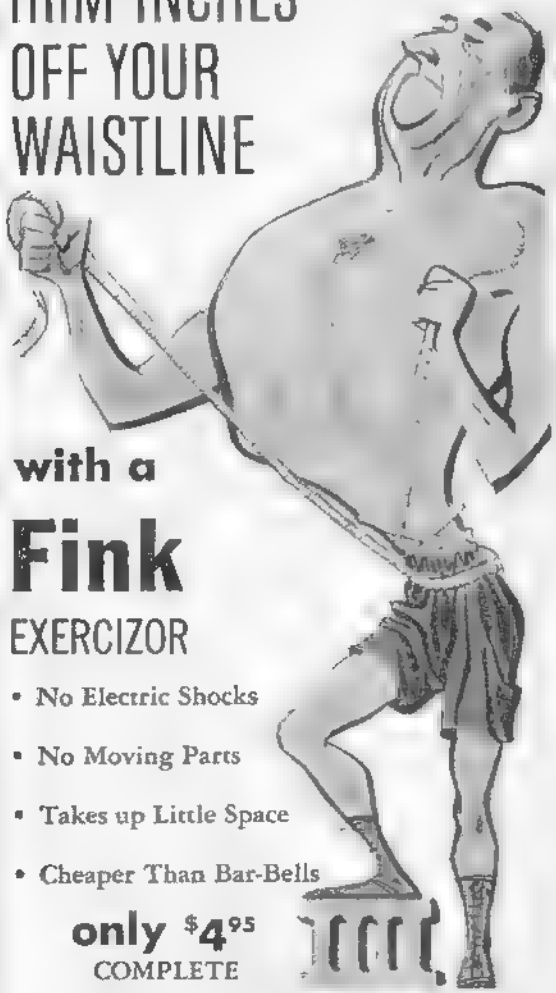

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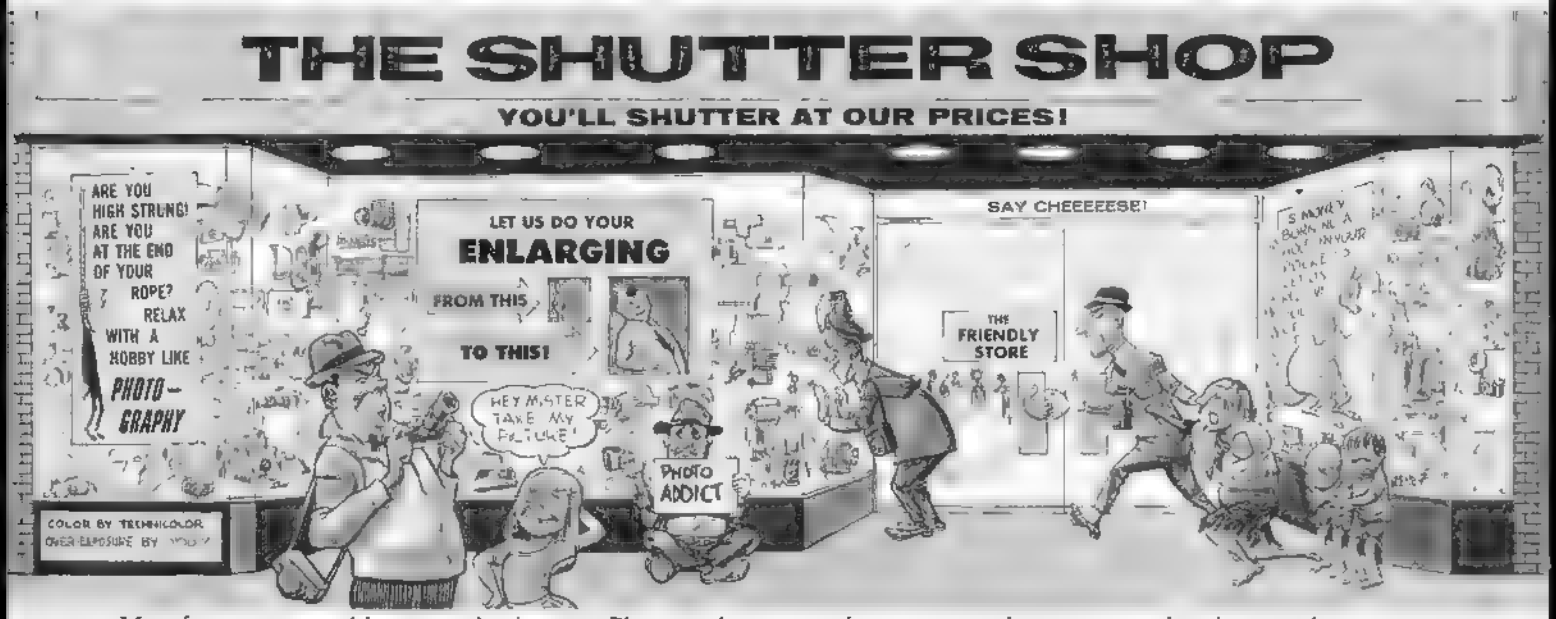
**FINK** "THE FIRST NAME IN ARTISTIC TOMBSTONES"

Today, everybody and his brother has a camera . . . and his brother most likely has two. It has been said that if all the cameras in the U. S. were laid end to end . . . they'd probably be set at *f*/8 at 1/60. In any case, more than 900 million pictures are taken every year by amateur photographers. Working on the established principle of supply and demand, amateur photographs are becoming so numerous these days that the old adage has to be changed. To put it simply: Nowadays, a thousand pictures aren't even worth one word. Nevertheless, here it is anyway . . . the MAD word on . . .

"Mommy, why do all the other boys call me 'Sissy'?"

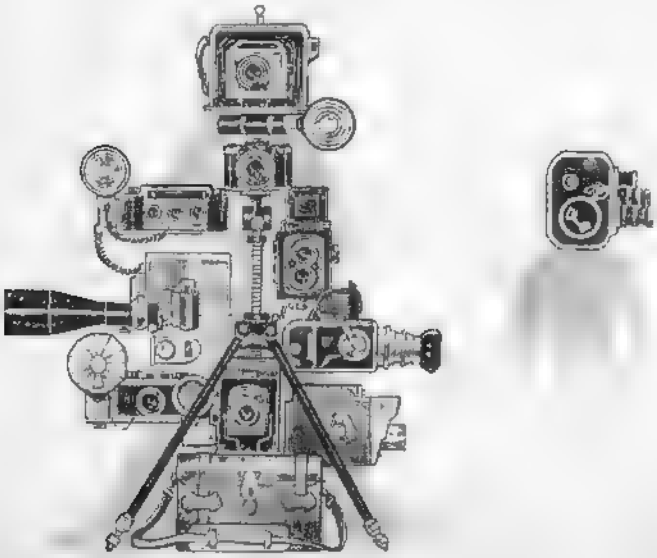
# AMATEUR PHOTOGRAPHY

WRITER & ARTIST: DAVID BERG

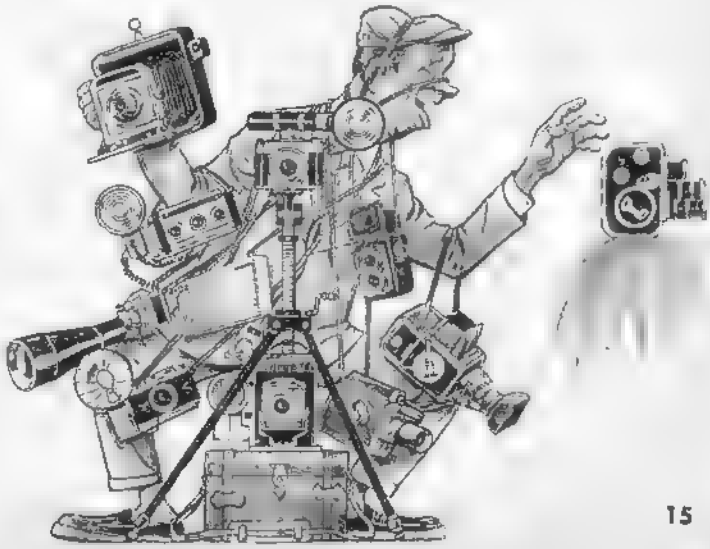



Manufacturers are cashing in on the Amateur Photography craze by coming out with more and more complicated and expensive camera equipment . . . so that the poor Amateur Photographer can take more and more miserable pictures.

Here we see an array of cameras and other photo equipment which you might very well assume is an attractive display in a large Photography Store.

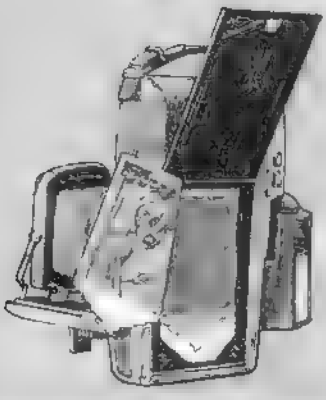


Well, take another look, because it's really an Amateur Photographer with all of his equipment, nosing around looking for something else to buy.



# TYPES OF CAMERAS, GADGETS AND EQUIPMENT

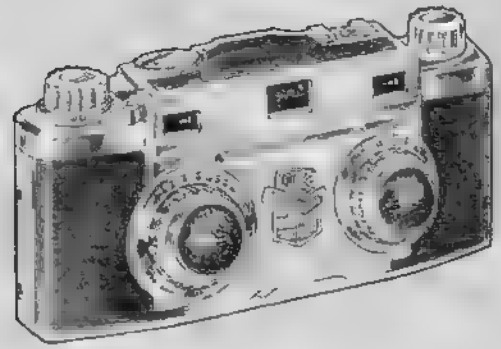
## THE POLAROID CAMERA

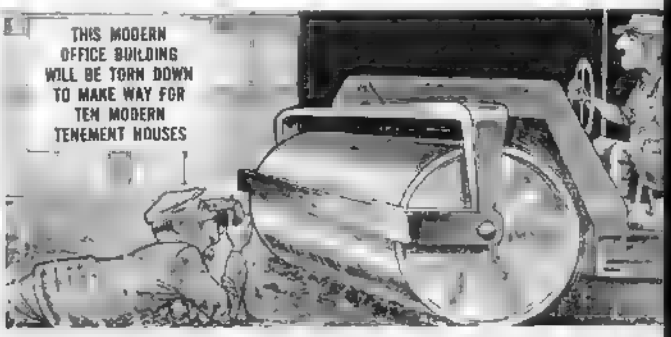


With an ordinary camera, the Amateur Photographer takes a picture, brings it to be developed, and waits days—only to find picture didn't come out.

With a Polaroid Camera, the Amateur Photographer can take a picture, pull a tab, and wait only sixty seconds—to find the picture didn't come out.

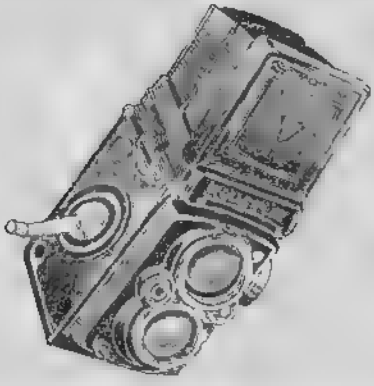
## THE 3-D CAMERA






Pictures taken with an ordinary camera, when viewed, come out flat. Pictures taken with a 3-D camera, when viewed, come out with a three-dimensional effect. Here we see an Amateur Photogrpaher taking a picture with his 3-D camera. Unfortunately, both picture and photographer came out flat.

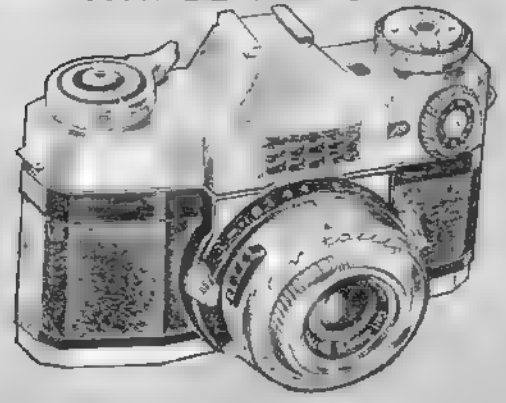
## THE REFLEX CAMERA



The Reflex Camera has the advantage of allowing the Amateur Photographer to see the actual picture he's taking

The Reflex Camera presents all sorts of possibilities to the photographer who happens to be built for using it.

## THE 35 MM CAMERA



xxxxoxxx

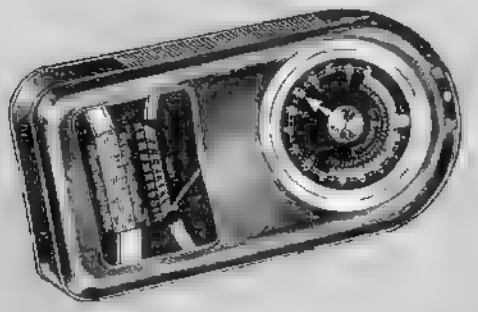
5

"I repeat the question! Are you now . . . or were you ever a member of The Communist Party?"

The 35 mm Camera offers an advantage over other cameras. Instead of getting only 8 or 12 pictures per roll, the photographer gets 20 to 36 pictures per roll to louse up.

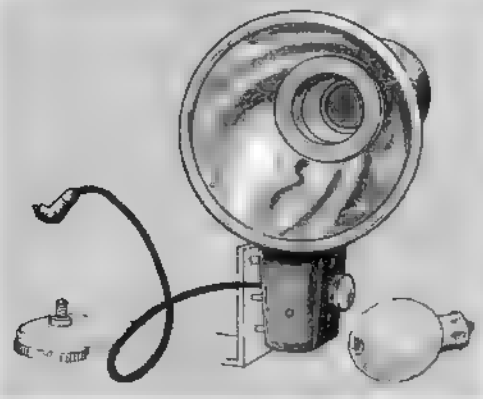
# AVAILABLE TO THE AMATEUR PHOTOGRAPHER

## THE EXPOSURE METER



When the exposure index is 32 for daylight color and the light intensity 8 inches from the subject is 200, it probably calls for *f*/9 at 1/100th. But the chances are the average Amateur Photographer couldn't care less, because all he uses an exposure meter for is the effect.

## THE FLASH GUN



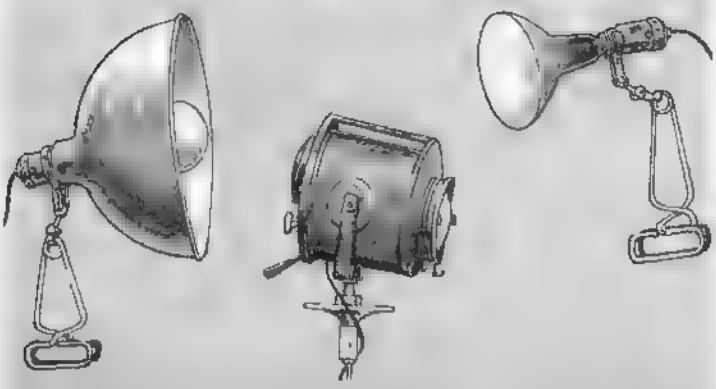
This apparatus allows a photographer to take pictures in very dim light by producing a brilliant, instant flash.

The flash bulb is so precision-timed, it rarely fails to go off—usually the moment you place it into the gun.

## THE ELECTRONIC FLASH

This instrument does away with costly flash bulbs, since the unit has the capacity of over 10,000 flashes. Which gives the amateur photographer over 10,000 opportunities to get into over 10,000 arguments with his wife and kids.

## THE PHOTOFLOOD LAMP



For dramatic lighting, photoflood lamps are usually used instead of the flash gun or strobe unit. You learn more with photofloods. Namely, after 5 minutes under them hot lights, you learn why Hollywood stars are so highly paid.

## THE DELAYED-ACTION SHUTTER

The delayed-action shutter retards the exposure time for a predetermined period ranging from two to ten seconds.

This affords the amateur photographer the opportunity to include himself in any picture. He merely sets the timer

. . . and the delayed-action shutter allows him time to join his subjects and assume an interesting pose.

## THE ELECTRIC EYE CAMERA

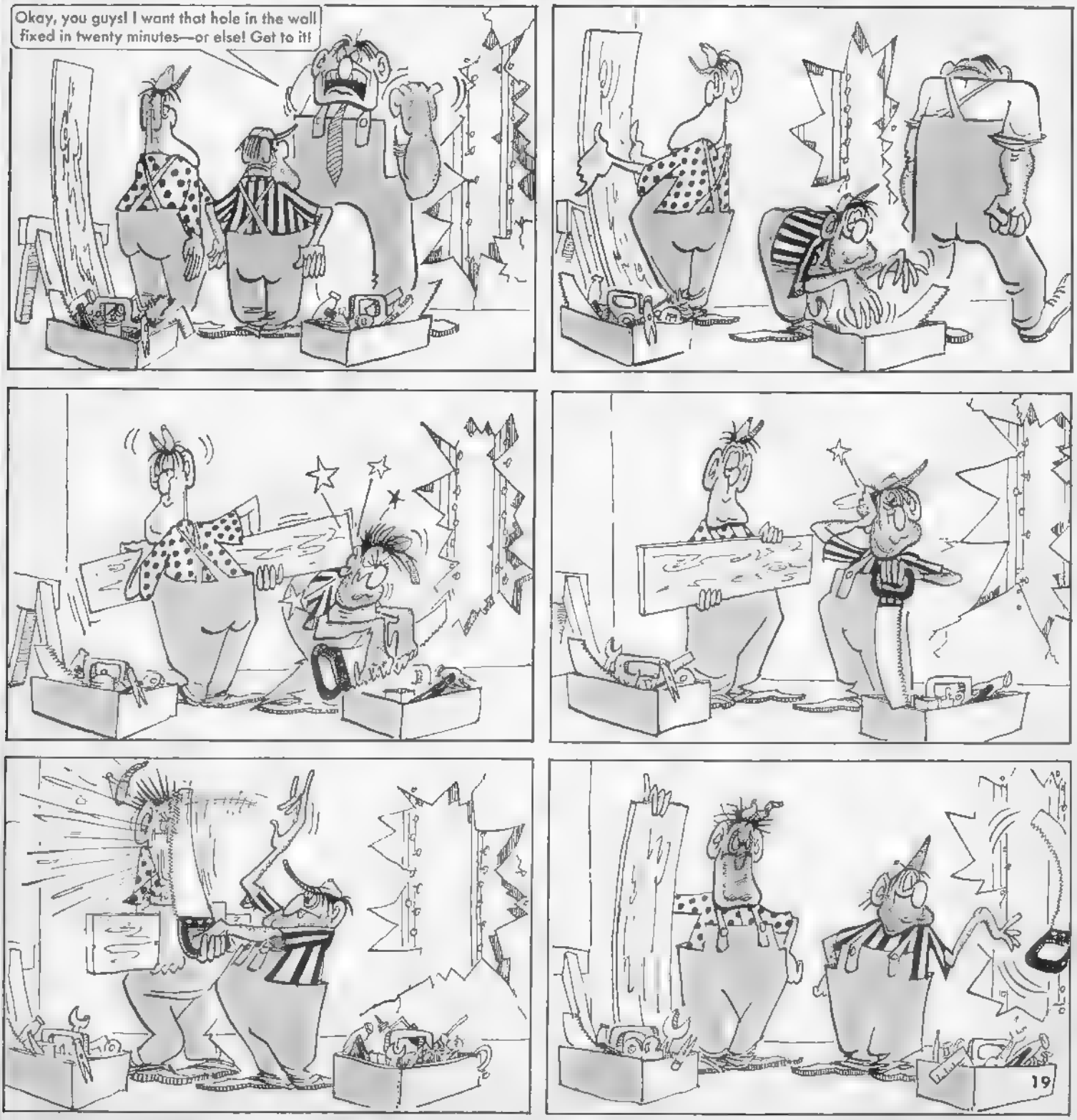
## PHOTOGRAPHER'S UTILITY BAG

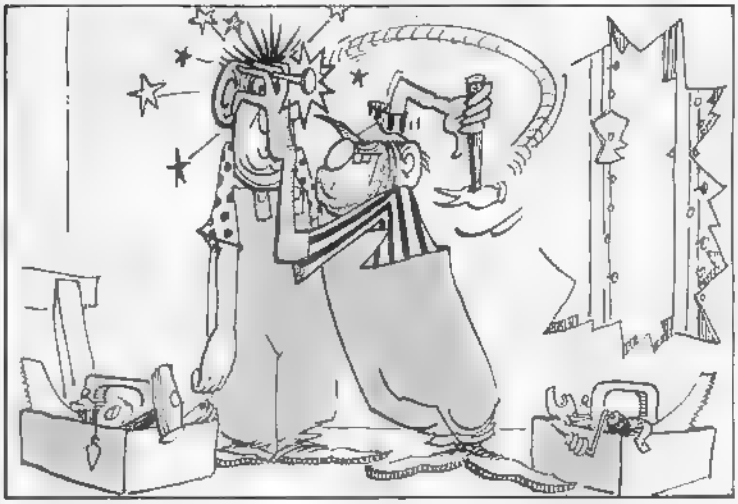
You probably figure the Photographer's Utility Bag is used to carry all the cameras and equipment previously mentioned. Wrong! It's used to carry all the money you will need if you plan on taking up Amateur Photography.

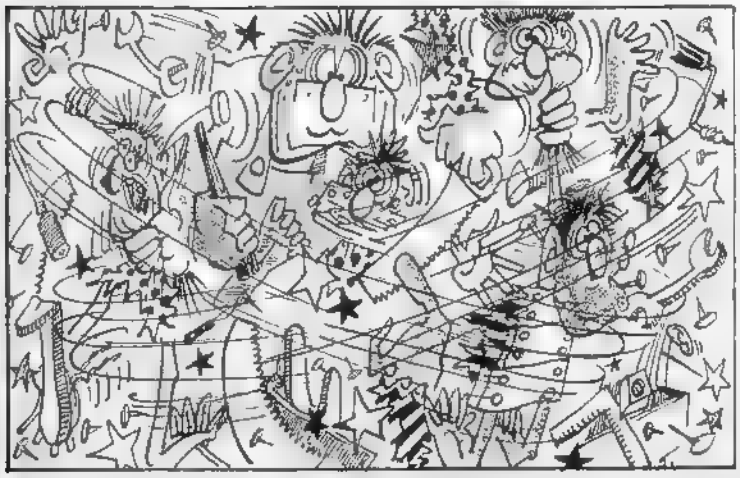
Don Martin, who gave his *awl* to illustrating our "hip" version of "Casey", now *adze* his *hone* contribution to the festivities: a *bit* of *plane* nonsense that he *a-sledges* he *hack-tually-saw* happen to

# THE CARPENTER'S ASSISTANTS

"You did it! You got the WHOLE Fraternity in that phone booth!"





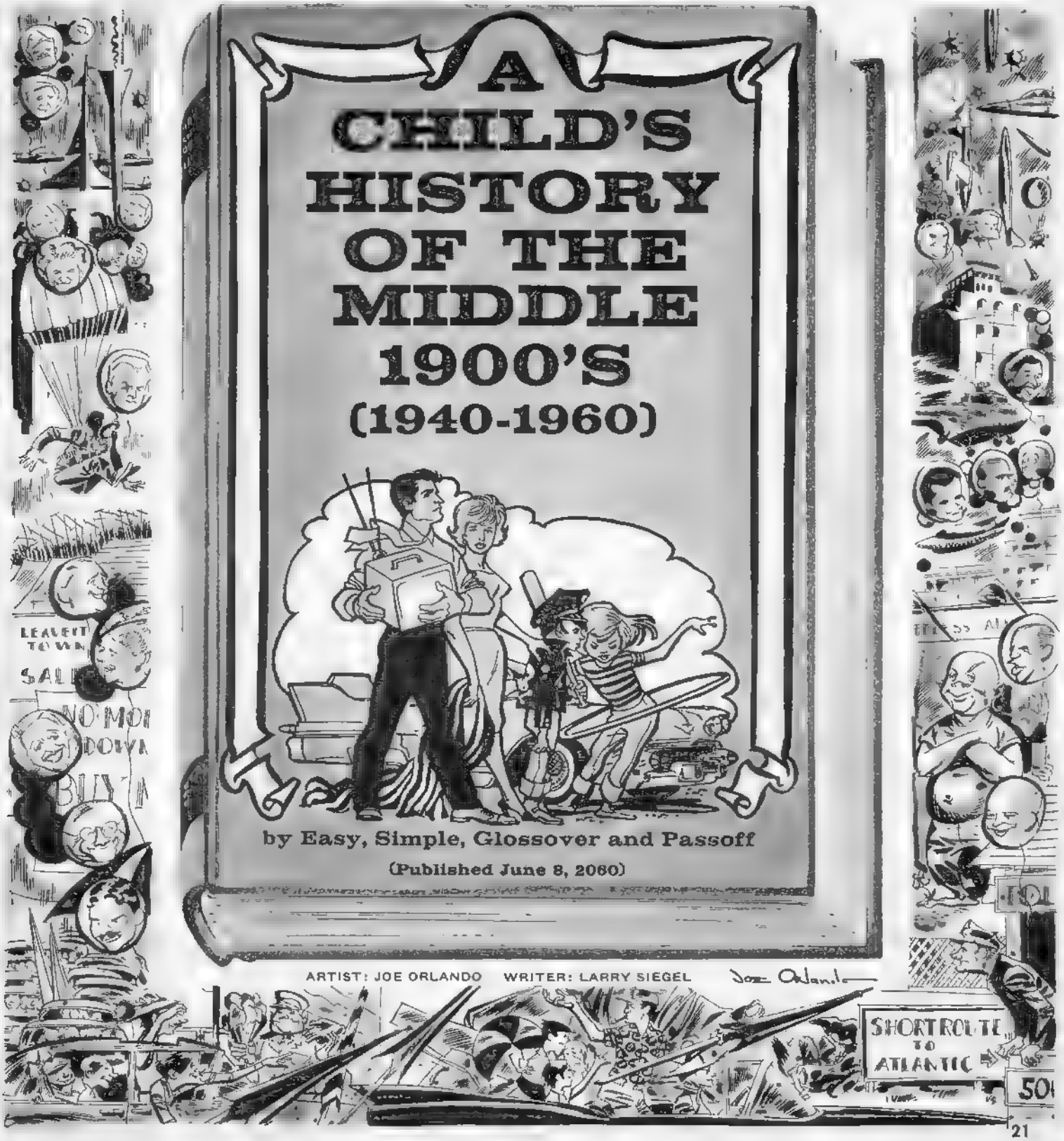


D. MAKHIN

**PAST TENSE YEARS DEPT.**

Did you ever stop to wonder about how recent historical events will be reported in elementary school history books 100 years from now? We hate to think so, but in the year 2060, say, elementary school history books will probably be exactly the way they are now. Which means they will be simply written so that children who study them can find easy answers for EVERYTHING, even things that college professors and historians won't fully understand. F'rinstance, every historical figure will be either good or bad, with nobody a little good and a little bad the way most people *really* are. And horrible things like wars will be minimized or dispensed with in a single clean sentence or paragraph. In other words, if it's anything like we've got today, here is how a typical elementary school American History book of the year 2060 will look . . .

"Don't just reach for it, sidney! Say 'Please pass the butter'!"



# CHAPTER I
# THE COMING OF WORLD WAR II

## How the War came and how We won and how our Enemies Lost and how People were Killed and how all this resulted in Television.

In 1940, Germany had a leader named Adolph Hitler. He wanted many things for himself and his country, but he didn't like to ask for them. So he took them. The things he took were money, valuables, other countries and other people. He put these people in all-year-round camps. He was a selfish man.

Hitler declared war on the United States and our Allies. Helping him were an Italian leader named Benito Mussolini, and a Japanese Emperor named Hirohito. Like Hitler, they were also selfish and bad. But after the war, Hirohito became good. Hitler and Mussolini also became good. Good and dead.

However, although their leaders were bad, the German people had always been good. They had never been bad. The Allies learned this after the war through the aid of post-war American Pocket Books and post-war American Motion Pictures.

These Pocket Books and Motion Pictures pointed out how good the Germans really were. The reason they were so good was because they had never liked the foolish things Hitler had done. Such as losing the war.

When peace came in 1945, America and her Allies, England, and France, were as good as they had been before the war. Our enemies, Germany, Italy and Japan, who had once been bad, became good. But our other Allies, China and Russia, who had once been good, became bad. Spain had always been bad. So had a man named Tommy Manville. But we will discuss him in a later chapter entitled "20th Century Hobbies".

In 1950, there was a War in Korea. However, since television was already here at the time, most people paid little attention to it. We will discuss television in a later chapter. The Korean War was bad.

**Here we see Adolph Hitler and his Nazi followers at a crowded political meeting in a Munich beer hall. This meeting was known as the "Beer Hall Putsch" because it was so crowded, everybody kept putsching and tschoving. The picture shows clearly what a selfish man Hitler was. Note how much bigger his glass is than the others.**

# CHAPTER II
# LIFE IN THE MIDDLE 1900'S

## How we couldn't get Peace and how we couldn't get Disarmament and how we couldn't get a Man into Space and how we got Payola

Life in general was quite good in this era. Many Americans bought autos, homes, washers, dryers, and air conditioners on credit. But the only ones who could buy these things on credit were those who had once bought *other* things on credit, and who could thus prove what good credit risks they were. Poorest credit risks were those people with so much money that they had never bought anything on credit before, and who thus couldn't prove what good credit risks they *could be.*

Poorest credit risk in the United States at that time was a prominent family named Rockefeller.

All this was very confusing, especially to the Russians. Most Russians didn't have this problem. Most Russians also didn't have autos, homes, washers, dryers, and air conditioners. What they did have was a Communist-type H-Bomb, which was bad. We had a Democratic-type H-Bomb, which was good.

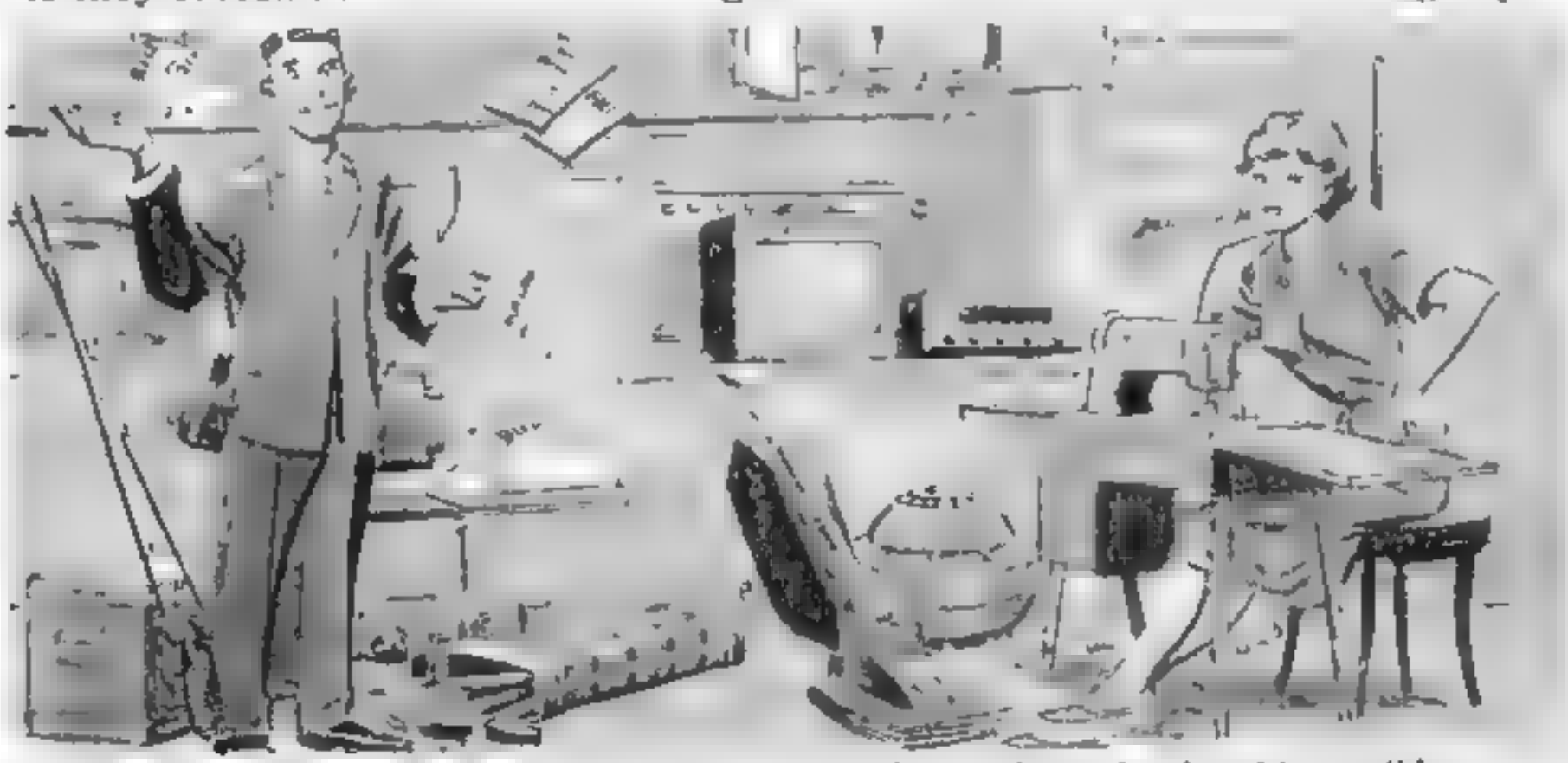
We will now discuss the difference between Democracy and Communism.

American Democracy worked like this: if a man had a cow, he kept it, milked it, sold part of the milk, and drank the rest himself. Then, he butchered the cow, sold part of it, and ate the rest of the meat himself.

Russian Communism worked like this: if a man had a cow, the *State* kept it, the *State* milked it, and the man drank vodka. Then the *State* butchered the cow and divided it up equally among the people for food. The man got back the tail to eat, so he drank more vodka.

Chinese Communism worked like this: if a man had a cow, he turned it in to the State as subversive, along with his wife and children. Then the State butchered his family, and the man ate and drank nothing.

There was also a lot of nuclear testing in those days, and people were scared that the end of the world was coming. That was bad. Except that there were also Diner's Club Cards in those days, and people were living it up even if they couldn't afford it. That was good. Because it sort of evened things up.



**Here is a typical American home, circa 1960. The man in the picture has bought everything you see on credit, with the exception of the object on the extreme right. That object is a "wife".**

# CHAPTER III
# THE GLORIOUS ERA OF ENTERTAINMENT

## How we Survived the Deadly H-Bomb so that we could enjoy Television and Rock 'n Roll and Horror Movies and how it Probably wasn't Worth It

In the late 1940's, a phenomenon called television (or TV) came into the American home. In some ways it was good, and in some ways it was awful. In fact, that was what many people said at the time, "Television is good and awful!"

On TV, a man named Milton Berle was good. Soon he became bad. A man named Ed Sullivan was bad. Soon he became worse. This made him good. A man named Sid Caesar was good. Soon he became better. This made him bad. A few Westerns and Private Eye shows were good, but most were bad. The good ones stayed on. So did the bad ones. Situation Comedies were so bad, they were good. In fact, they were so funny, even some dead people laughed at them. On records and tape.

In 1959, there were TV scandals. They were bad for a very important moral reason. The people involved got caught.

All this led to a complete overhauling of television by fearless and progressive TV network executives. Two important decisions were reached.

The two CLEAN-OUR-OWN-TV-HOUSE decisions:

Here is a picture of an historical TV figure. His name was Mr. Charles Van Doren, and he was very good. He was very good at answering questions. He was also very good at memorizing the answers to these questions which TV producers gave him in advance. Before they caught him, many fine Congressmen liked to say, "God bless you!" to him, although he hardly ever sneezed.

(1) From that time on, whenever possible, no two Westerns would follow each other on the same channel. Instead, a Private-Eye show would be inserted between them. This decision is now known in TV history as "More Balanced Programming".

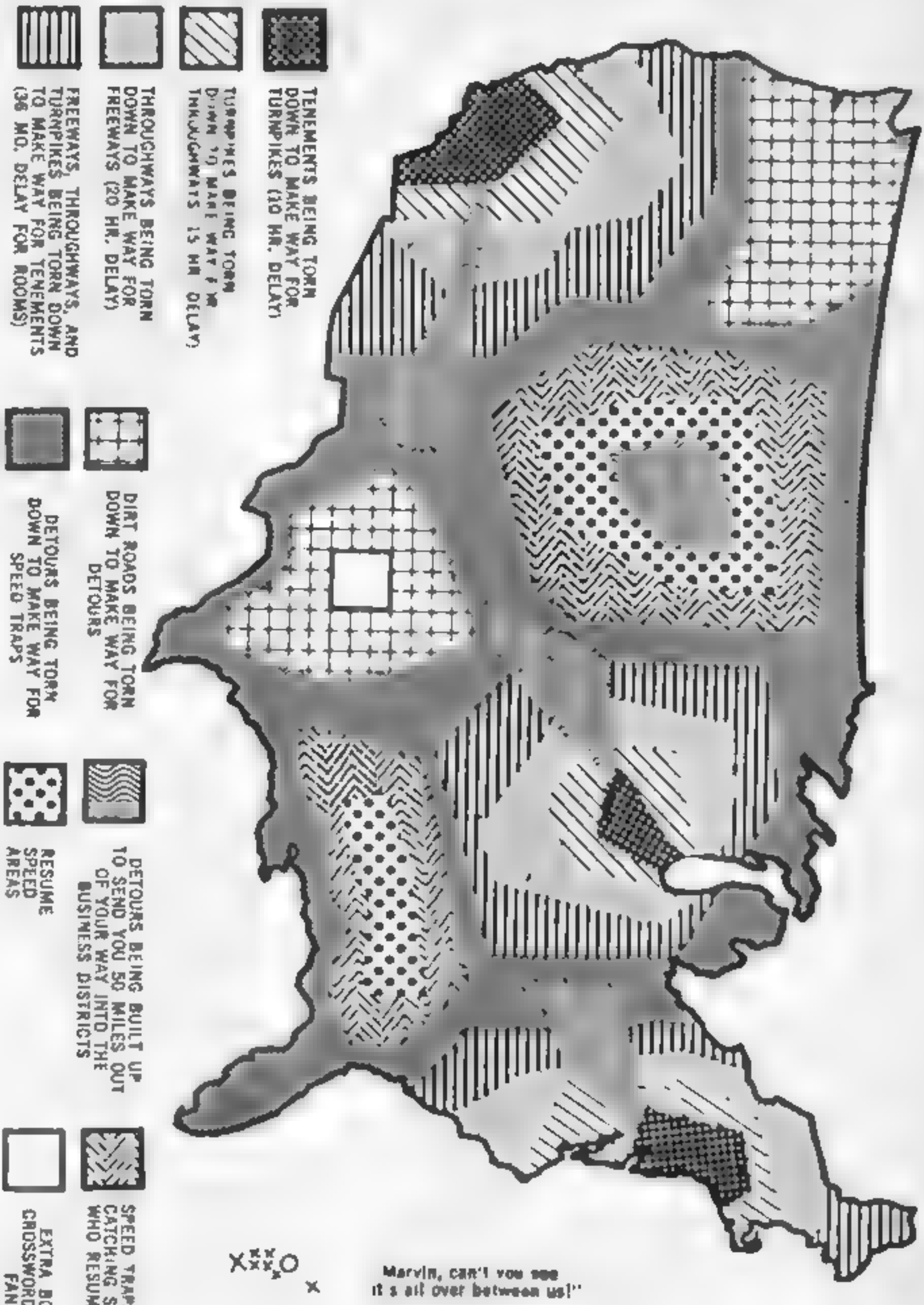
(2) Additional TV shows would be added to each channel. These shows would be educational as well as entertaining, and would deal with men with bigger guns and harder blackjacks and sharper knives who offered their service to the public. This decision is now known in TV history as "More Public Service Shows".

At that time, there was an organization called the F.C.C. Its job was to regulate TV for the good of the people. What it did was indeed good for the people. The people who ran N.B.C., the people who ran C.B.S., and the people who ran A.B.C. This decision is now known in TV history as "More Highway Robbery".

Other forms of entertainment in those days were "Rock 'n Roll" and "Horror Movies". These will be discussed in a later chapter entitled "The End of Civilization As We Once Knew It."

# A MOTORIST'S MAP OF THE U.S.A. IN THE MIDDLE 1900'S

## *(Showing Road Conditions Around the Country)*



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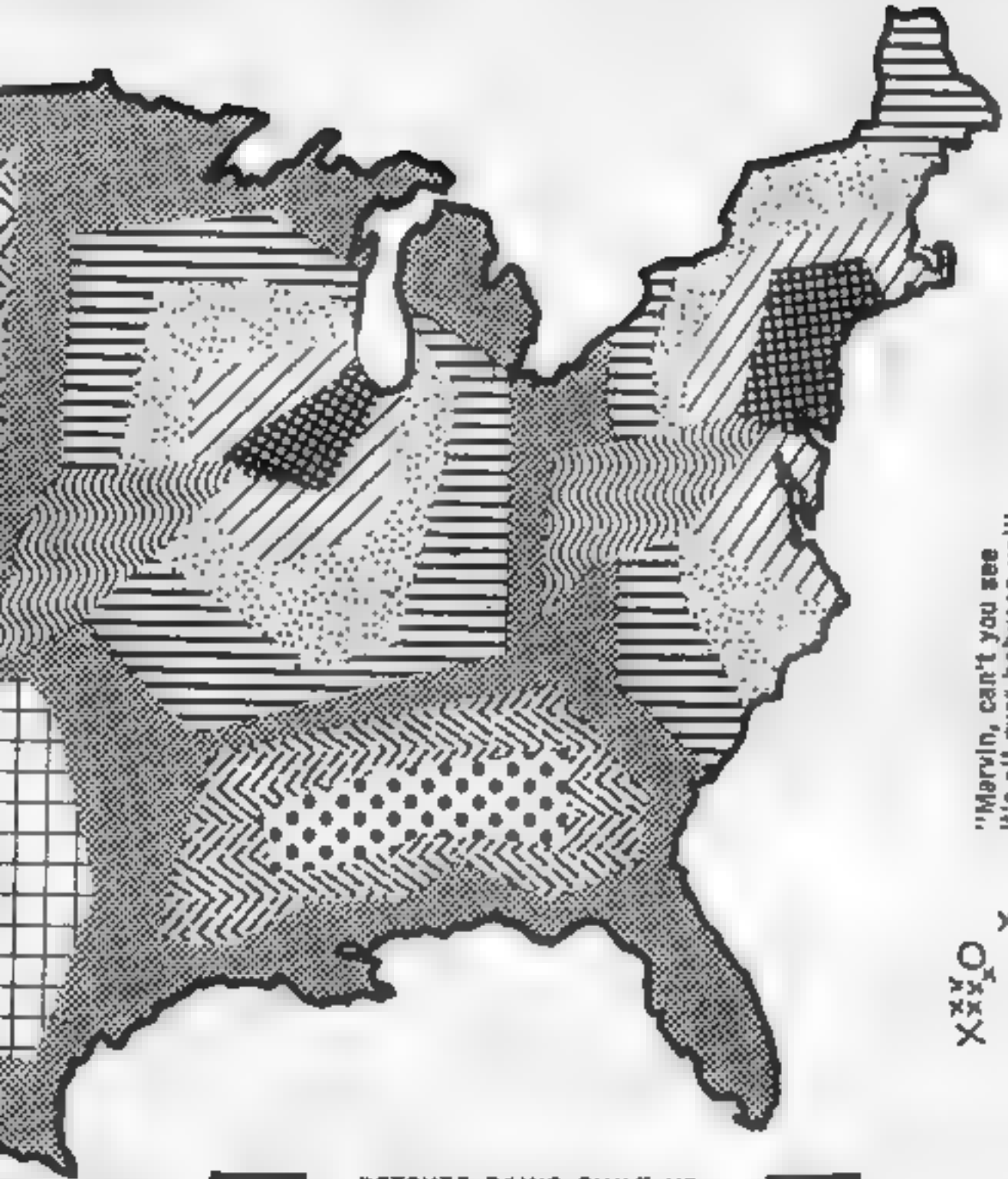


"Marvin, can't you see
it's all over between us!"

EING TORN
E WAY FOR
RS

DETOURS BEING BUILT UP
TO SEND YOU 50 MILES OUT
OF YOUR WAY INTO THE
BUSINESS DISTRICTS

SPEED TRAPS FOR
CATCHING SUCKERS
WHO RESUME SPEED

ING TORN
E WAY FOR
RAPS

RESUME
SPEED
AREAS

EXTRA BOX FOR
CROSSWORD PUZZLE
FANS

# CHAPTER IV
# AMERICAN PRESIDENTS OF THE MIDDLE 1900's

## FRANKLIN D. ROOSEVELT
### Term of Office: 1932-1945

America's 32nd President was a man named Franklin D. Roosevelt. Most people thought he was a good man. However, a newspaper columnist named Westbrook Pegler thought he was a bad man. Pegler thought Roosevelt helped start long, cruel World War II. Pegler wanted Roosevelt to be as good as Pegler's employer, William Randolph Hearst, had been. After all, William Randolph Hearst had never helped start long, cruel wars like World War II. He had only helped start short, funny wars like the Spanish-American War. Roosevelt was famous for saying: "I hate war!" Pegler was famous for saying: "I hate Roosevelt!" Hearst was famous for saying: "I love money!"

Franklin D. Roosevelt's first term was an initial success.

President Harry S. Truman at the piano, and his daughter, Margaret at the microphone, entertaining at a Democratic Party fund-raising dinner. This performance helped raise over $150,000 in campaign funds—for the Republican Party.

## HARRY S. TRUMAN
### Term of Office: 1945-1952

America's 33rd President was a man named Harry S. Truman. Truman helped start his own war. It was more terrible than both World War I and World War II combined. It was his war with the music critics concerning Truman's daughter Margaret's singing voice. In spite of their criticism, Margaret soon began to sing all over the country. This was a brilliant victory for Truman. This was a terrible defeat for the Music World.

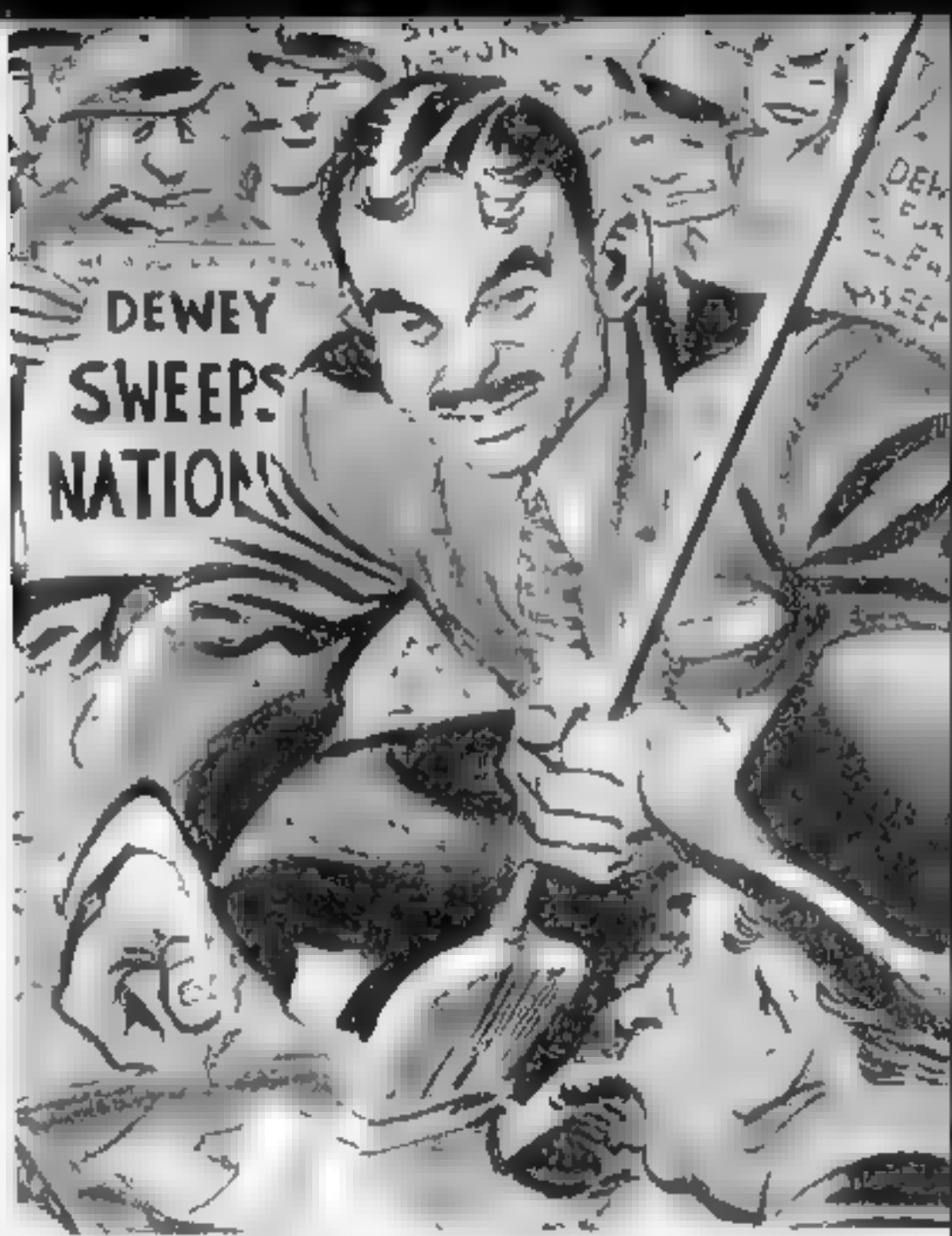
Truman also helped start the Korean War which was discussed in great length in the last line of Chaper I.

Truman was famous for saying: "#&$#@*¢†#&!"

## THOMAS E. DEWEY
## Term of Office: 1948—?

Thomas E. Dewey, a former New York District Attorney, was elected to the Presidency in 1948. However, for some reason, all records of Dewey's term of office are destroyed or missing, and very little is known about his years in the White House. Interested students may find more details of his election in the following two books: "The Collected Headlines of the 1948 Chicago Tribune" and "The Best of H. V. Kaltenborn's Election Night Radio and Television Speeches".

Dewey was famous for saying: "Hey, what happened?"




President-Elect Thomas E. Dewey (with broom) spelling regular Republican Headquarters Janitor, Alfred M. Landon, immediately after the 1948 election results had come in.

President Eisenhower during one of his press conferences, telling newspapermen why he is strongly against children making bets on horses. This is an example of his typical, hard-hitting statements on the troublesome race problem.

## DWIGHT D. EISENHOWER
## Term of Office: 1952-1960

Dwight D. Eisenhower, America's 34th President, was a very very good man. Everybody loved him. He was elected President in November, 1952. He was inaugurated in January, 1953. And he took over his duties of office in June, 1959, following the death of John Foster Dulles.

Eisenhower was famous for saying: "Well, now, if we are to look at the overall picture, that is to say, in regard to that question, which of course, I haven't, to any degree, as yet studied or read up on, I would say, in all probability, emphatically, I think so."

Interested students may find additional information on famous Eisenhower speeches in the book, "The Collected Press Conference Statements of Dwight D. Eisenhower, as translated by Casey Stengel".

# CHAPTER V

## MEDICAL SCIENCE IN THE MIDDLE 1900's

***How Medical Men Saved us from Deadly Scourges which might never have existed if Nature had been Kinder and if Madison Ave. Ad Agencies hadn't Made Them Up in the first place.***

### THE EVIL OF THE "A'S"

The "A's" were vicious elements which had a deadly habit of failing to push open stomach trap doors fast enough. Their lazy, slow movement into the bloodstream caused 20th Century Man untold misery in the forms of upset stomachs. But thanks to Medical Science's eager and swift elements . . . called "B's", stomach trap doors were opened much faster, and no more stomachs were upset. Except those belonging to people who had seen too many "A" and "B" races on TV.

### THE HORRORS OF THE YELLOW

The yellow was an ugly-colored mass which made its home on the surface of 20th Century Man's teeth. People were advised that if they fought this scourge with a medical miracle called Pepsident, they would wonder where the yellow went. Those who did, found out: in a straight line down the middle of their backs for not having the courage to report Pepsident to the Unfair Advertising Practices Committee.

### THE TERROR OF "BRAND X"

"Brand X" was a bad 20th Century product which caused a great deal of mental anguish to anyone who came in contact with it. Unfortunately, Medical Science could never wipe it out. Because the new good product it would develop for one ad agency, which was better than "Brand X", would turn out to be another ad agency's "Brand X", and the first "Brand X" would turn out to be this other ad agency's new good product, which also had been developed by Medical Science. Students disturbed and confused by all this should read the book: "The Rover Boys at Uncle Randolph's Farm". You won't learn anything new but it might help you forget.

### THE THREAT OF CANCER

Cancer was an annoying thing which bothered 20th Century Man at times. However, since Medical Science was already occupied with the battle against really important evils (see above examples), not very much was done about it. But in all fairness, it should be pointed out that, because they paid close attention to what ad agencies said, people put to permanent rest by cancer were rarely troubled by halitosis, tired blood, five o'clock shadow, excess fat, etc.

## FURTHER READINGS

Here is a partial list of books which will afford the student further enlightenment on the subjects already fully covered in previous chapters, so you really don't have to bother reading them: **"HOW HITLER COULD HAVE PUT SOME FUN IN HIS LIFE IF HE'D TRIED DANCING"**, by Kathryn Murray; **"WE ARE LOSING THE U.S.S.R. TO THE RUSSIANS"**, by Rep. Francis Walters; **"WHAT EVER HAPPENED TO ELOISE MacELHONE AND OTHER TV HAS-BEENS?"**, by Jerry Lester; **"TRUCK DRIVERS WHOSE TOES GET STEPPED ON SAY THE DARNDEST THINGS"**, by Art Linkletter; **"HOW I ALMOST MADE THE ARMY MY CAREER IF IT WASN'T FOR THE MONEY"**, by Elvis Presley.

## TEST YOURSELF

1. Why would Nikita Khrushchev have made a poor blind date?
2. What was Lawrence Welk trying to say?
3. Could there have been peace in those times without Tuesday Weld?
4. How much do you know about the Mafia?
5. Where do you want your body sent?

## SUGGESTIONS AND PROJECTS

1. In the following space, write down all the things you can think of about television which helped to educate and uplift 20th Century Man. _____

* * * *

2. Draw a map of Jersey City in the middle 1900's. Color the street areas in red, the park areas in green, the house areas in blue, the shopping areas in yellow, and the historical landmarks in purple. Include lines of longitude and latitude, and a precise scale of miles. Show this map to your teacher. She'll think it's a stupid idea.

* * * *

3. Pretend you are a 20th Century advertising man. Pretend you have to write an ad telling about the evils of "Tired Blood". Go to the library and find some real middle 1900 ads about "Tired Blood". Pretend you have written these ads, and show them to your parents. They'll have you committed to an insane asylum. *They* won't be pretending.

* * * *

4. Take a drive to the seashore to go bathing. Stop when you get caught in the traffic jam. Look at the other cars around you. Notice that many of them are 1960 models. These cars left for the beach 100 years ago, and still haven't made it. In 1960, this was called "Traffic medium to heavy".

* * * *

5. Contact as many school principals as you can, and tell them how wonderful this history book is for pupils, and how dangerous more complete history books could be. Make them go out and buy huge quantities of this book right away. Tell them supplies are limited. This will help keep our profits high. This will help keep your intelligence low. And mainly, this will help keep everybody from progressing beyond 20th Century Man.

Since doing an article (MAD #41) in which Power Boating was the main topic, we have been deluged by requests to give equal time to another popular form of boating—namely, Sailboating. For example, J. Flushing Head, President of *Exclusive Yacht Clubs of America*, writes: "It is true that Power Boat owners have the feeling their crafts are speedy, dependable, comfortable, safe, and have re-sale value . . . but there is one feeling they can never have — the feeling every Sailboat owner cherishes — mainly, that deep sense of being better than anybody else!" MAD now sets the record straight with

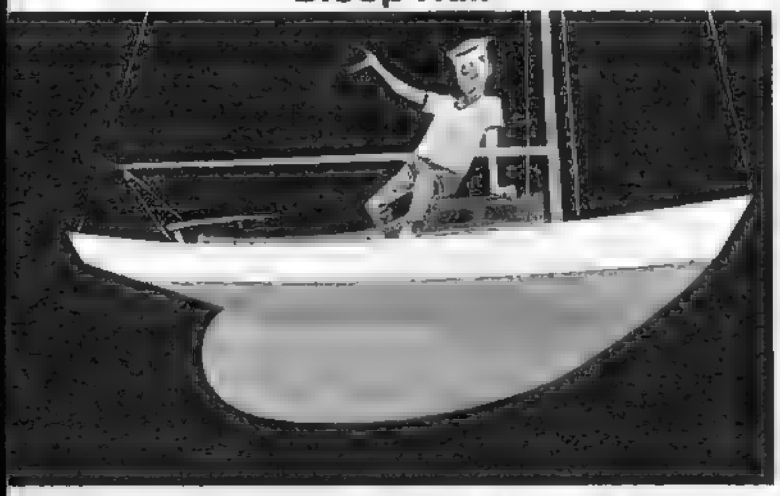
# SAILING

## METHODS OF RECOGNIZING

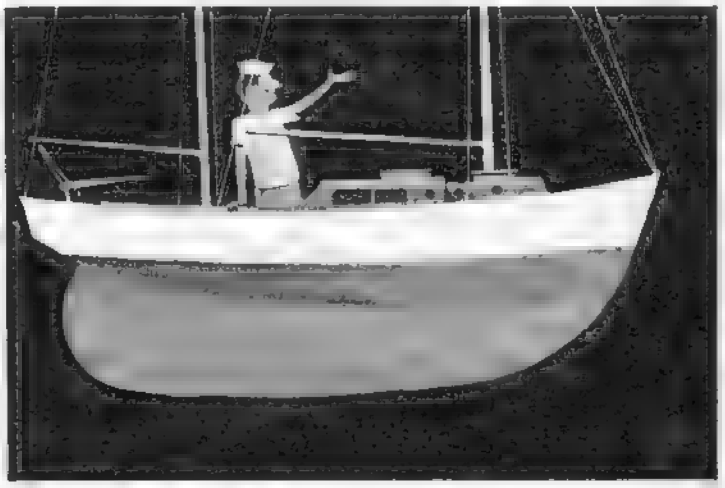
There are two methods of distinguishing the many types of sailboats. One is by the shape of the hull, and the other is by the rigging of the sails.

## COMMON SAILBOAT HULLS

**Sloop Hull**

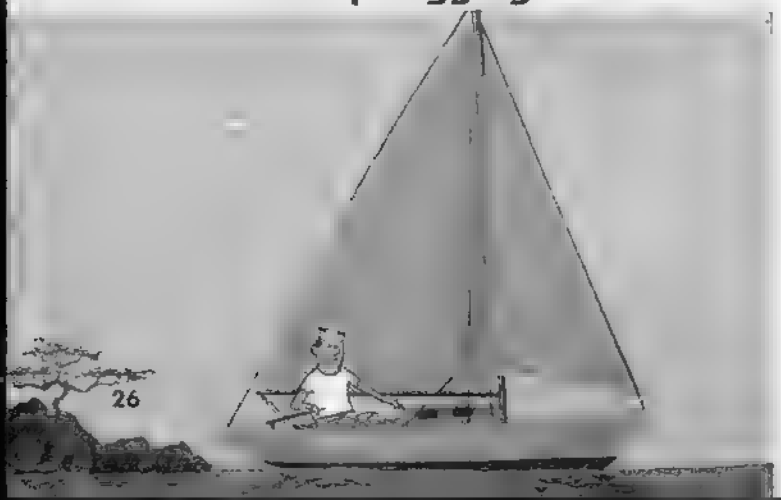


**Ketch Hull**

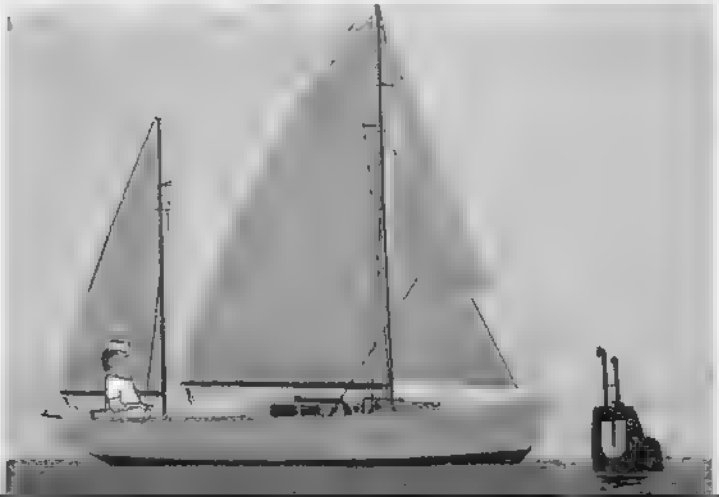


## COMMON SAILBOAT RIGGING

**Sloop Rigging**



**Ketch Rigging**



## MAIN DIFFERENCE BETWEEN A POWER BOAT OWNER AND A SAILBOAT OWNER

Power boat owner is usually dressed in a sparkling gay sports ensemble following an unpretentious nautical motif.

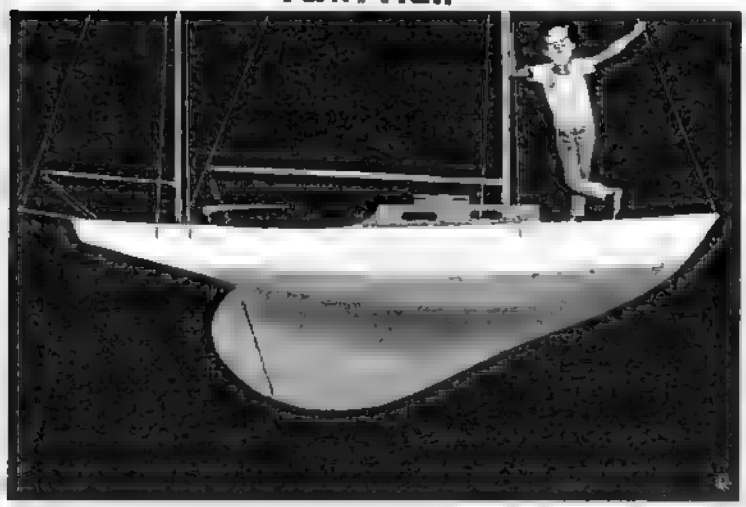
Sailboat owner is usually dressed in a soaking wet sports ensemble following an unforeseen change in the wind

"Clumsy oaf!"

# THE TYPES OF SAILBOATS

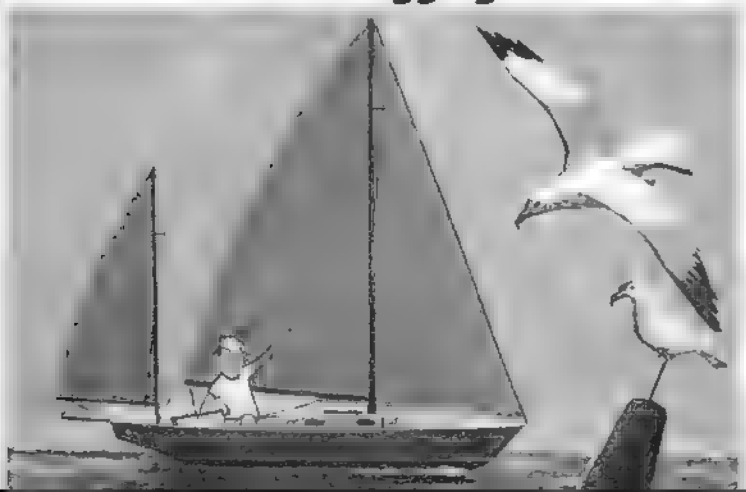
ARTIST: BOB CLARKE WRITER: AL JAFFEE

### Yawl Hull

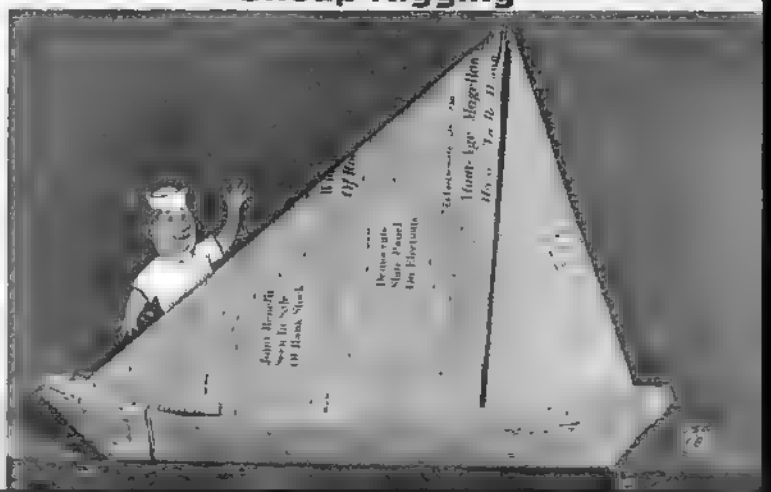


### Rotten Hull

### Yawl Rigging



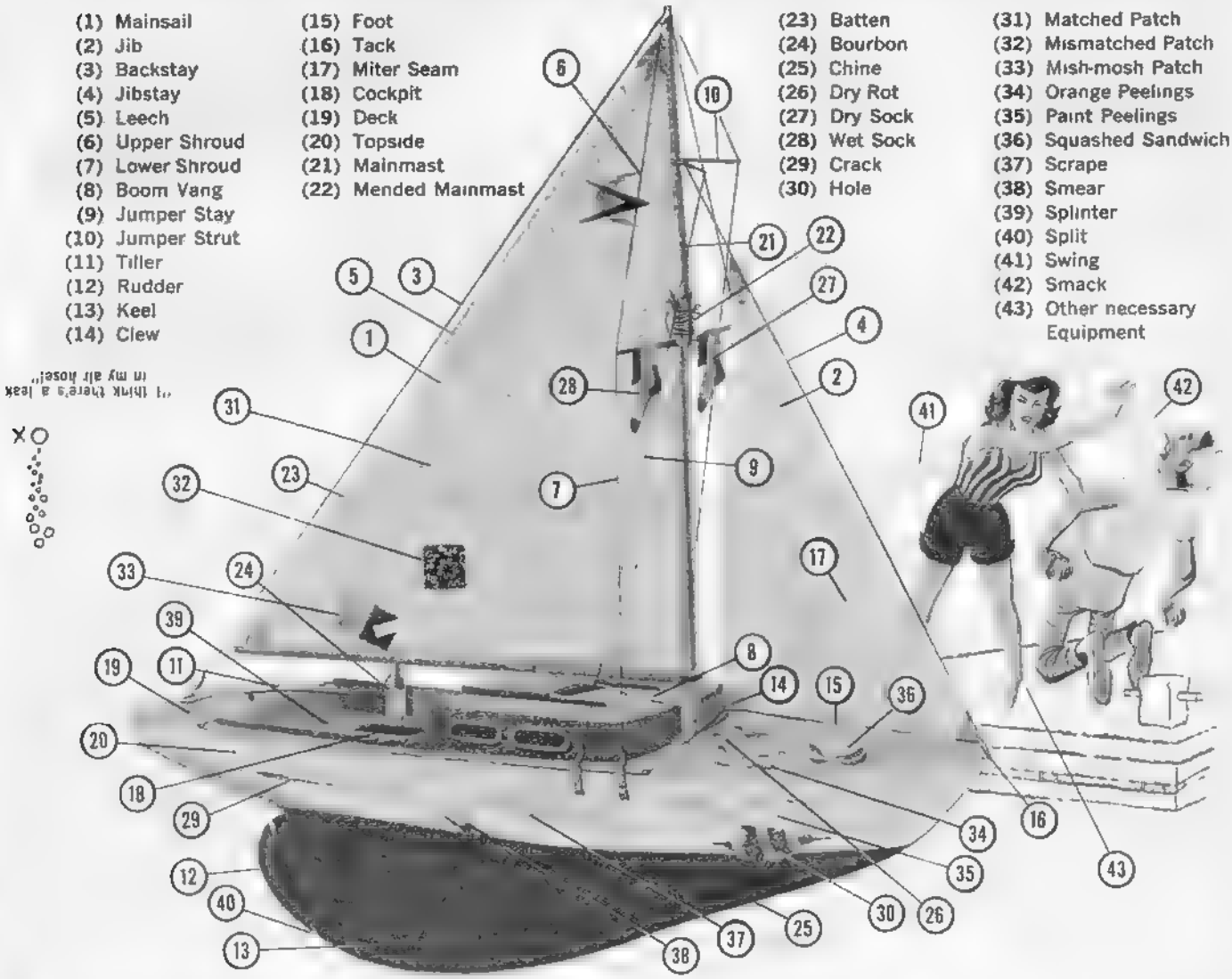
### Cheap Rigging



# BECOMING FAMILIAR WITH NECESSARY SAILING EQUIPMENT

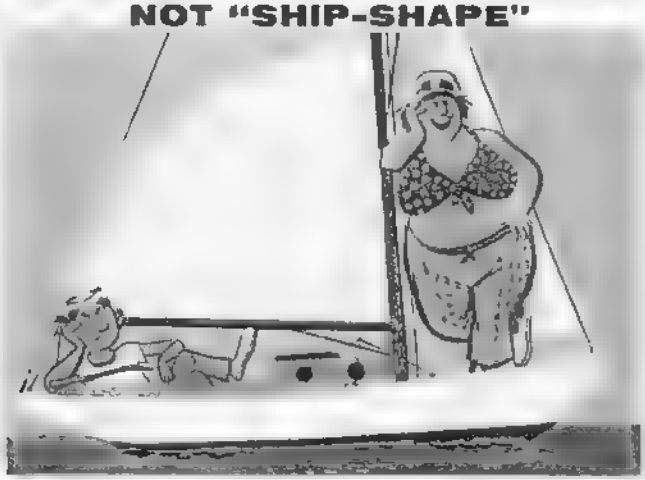
If one is to take up Sailing, the first lesson one should learn is to become familiar with the equipment necessary to thoroughly enjoy this sport. Study the diagram below carefully, and you will have learned this first lesson. You will also have learned a second lesson: mainly, not to get too familiar with that other necessary equipment!

(1) Mainsail
(2) Jib
(3) Backstay
(4) Jibstay
(5) Leech
(6) Upper Shroud
(7) Lower Shroud
(8) Boom Vang
(9) Jumper Stay
(10) Jumper Strut
(11) Tiller
(12) Rudder
(13) Keel
(14) Clew
(15) Foot
(16) Tack
(17) Miter Seam
(18) Cockpit
(19) Deck
(20) Topside
(21) Mainmast
(22) Mended Mainmast
(23) Batten
(24) Bourbon
(25) Chine
(26) Dry Rot
(27) Dry Sock
(28) Wet Sock
(29) Crack
(30) Hole
(31) Matched Patch
(32) Mismatched Patch
(33) Mish-mosh Patch
(34) Orange Peelings
(35) Paint Peelings
(36) Squashed Sandwich
(37) Scrape
(38) Smear
(39) Splinter
(40) Split
(41) Swing
(42) Smack
(43) Other necessary Equipment




# MAKING SURE THAT SAILING EQUIPMENT IS "SHIP-SHAPE"

**NOT "SHIP-SHAPE"**



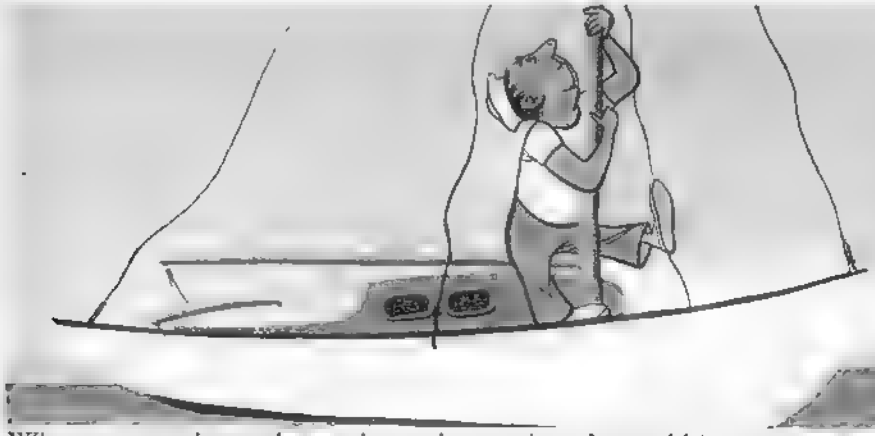
**"SHIP-SHAPE"**

In other words, to make sure your sailing equipment has a "ship-shape", make her go on a diet!

# TUNING THE MAST

Since sailing is such an exacting combination of science and skill, it is important to have everything aboard as near perfect as possible. This is especially true when it comes to setting the mast. Even a fraction of an inch deviation can throw the entire boat and its performance off-balance. The mast is held in place by stays which can be adjusted by tightening or loosening turnbuckles.

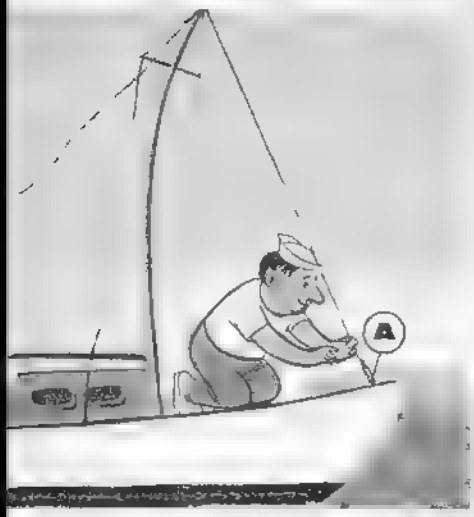
"General Custer, does this mean all leaves are cancelled?"



When stays are loose, the result may be a cockeyed or wobbly mast.

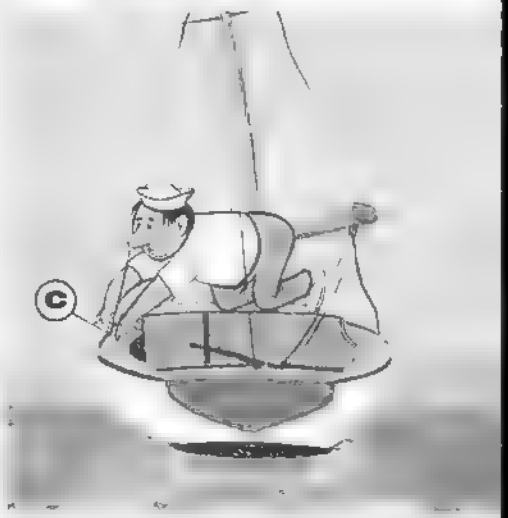
Turnbuckles are used to tighten stays.

## TIGHTENING THE STAYS TO TUNE THE MAST

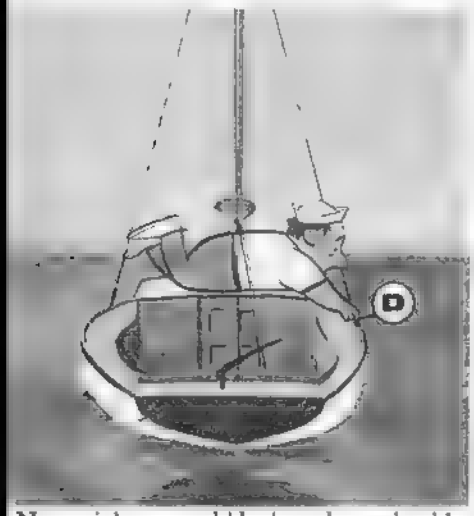



First, tighten jibstay turnbuckle (A). This will bring mast slightly forward.

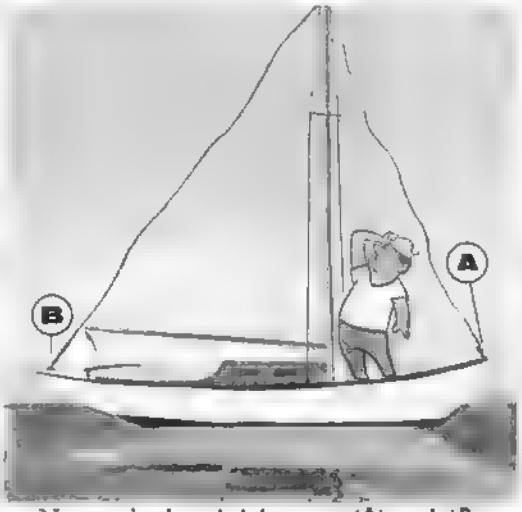
Next, tighten backstay turnbuckle (B). This will bring mast back up straight.



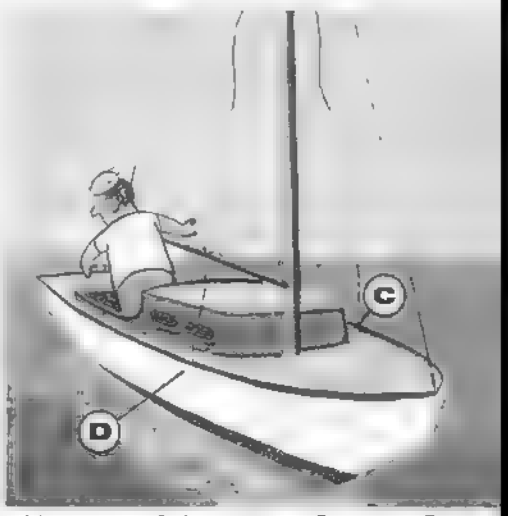

Next, tighten port shroud turnbuckle (C). This will tilt mast over to port.




Now tighten starb'd shroud turnbuckle (D). This will straighten mast again.



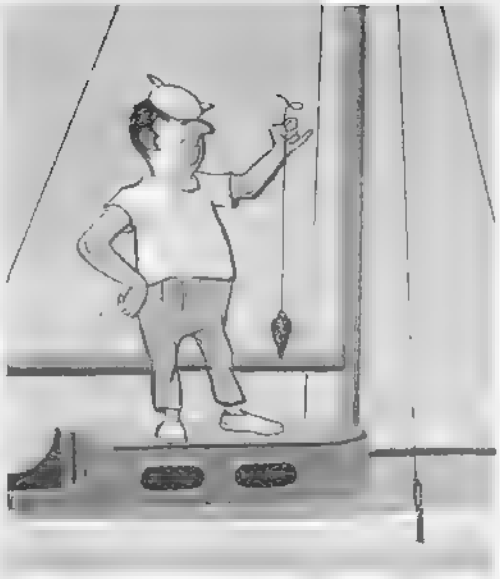

Now go back and tighten up (A) and (B) because they seem to have loosened up.




This will probably cause (C) and (D) to loosen, so they must be tightened.

MORE

Which will probably loosen (A) and (B) again, so tighten them . . . which will probably loosen (C) and (D) again, so go back and tighten them once more . . .



Finally, you'll get to a point where everything is almost perfect! But—almost perfect is not good enough in Sailing. One more turn should do it!

There! That's . . . OOOOPS!

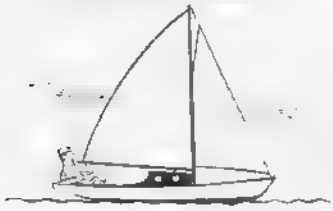
## WHAT TO DO ABOUT MAST HOLES IN A HULL

The first thing to do when a mast has been forced through a hull by one-too-many turns on a turnbuckle is to inspect the damage. Take a good look at the size of the hole, then get a length of board, and give it a quick coat of white paint. When it has dried, letter the words "For Sale" on it and hang from the highest point on the exposed mast!

# BASIC SAILING MANEUVERS

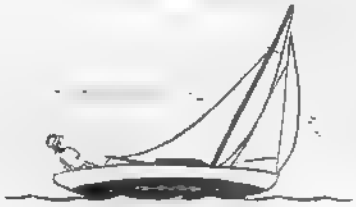
The following are some Basic Sailing Maneuvers. Once these basic maneuvers are mastered, the Sailing enthusiast can go almost anywhere confidently. (Safely, no . . . but confidently, yes!)

**Running**



**Reaching**

**Heeling**



**Capsizing**

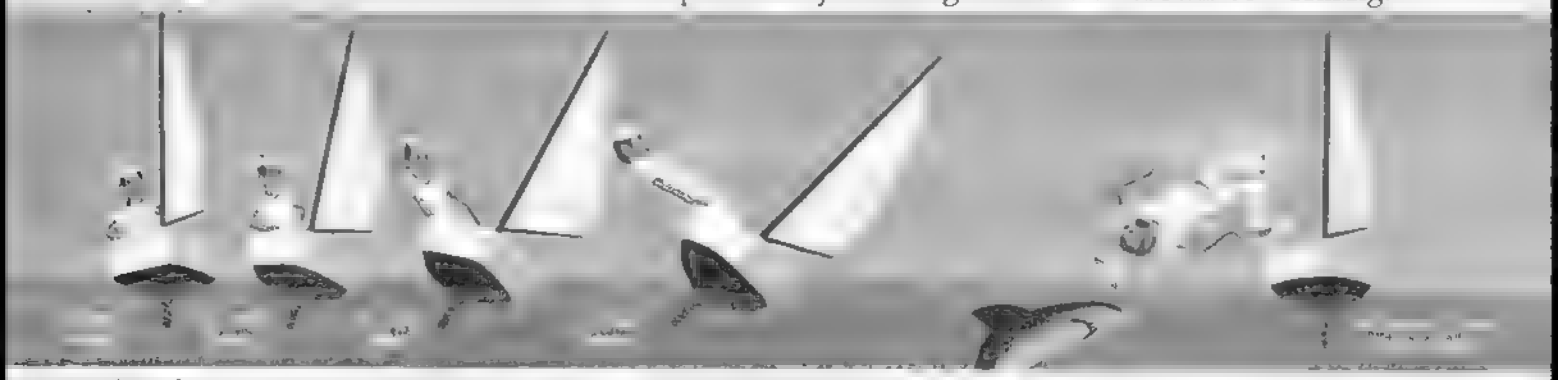
**Sinking**

**Hollering**

"All right, Buddy! Where's the fire!"

## HIKING

When a Sailboat heels (tilts to one side from the force of the wind), it is often necessary to counterbalance the effect. This is made possible by thrilling maneuver known as "Hiking."



The above clearly illustrates the danger of "Hiking" when the wind suddenly stops dead...

## TACKING

It is not possible to sail directly into the wind, but an experienced Sailboat owner can overcome this difficulty by resorting to a maneuver known as "Tacking." By adopting a zig-zag course, heading into the wind at 45° angles, excellent progress can be made. However, great skill is required to control the boat in a strong wind. Here is an example of Tacking*...

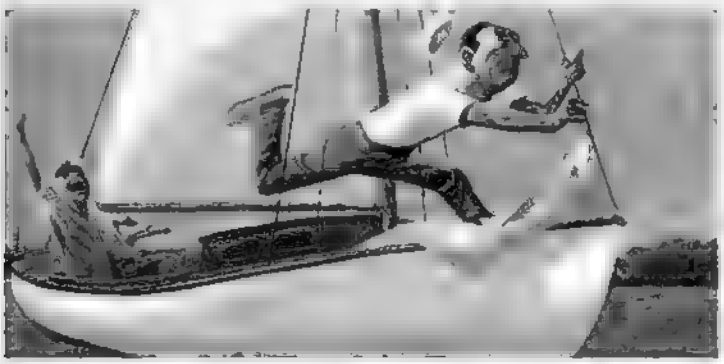
*We didn't say "a GOOD Example!"

# COMMANDING THE SAILBOAT CREW

Anyone who is lucky enough to be allowed to help out on a Sailboat is technically known as "The Crew." The following is a typical example of how a Sailboat Captain commands his crew.

When the Sailboat Captain gives the order to "Cast off", the cruise is officially under way. The Crew immediately rushes to carry out the order, and all subsequent orders.

At the command of "Hoist the mains'l!", the crew grasps a halyard and jibbets the mainstay. He then lowers the gorsline, tightens up on the leech, and fastens the retch.

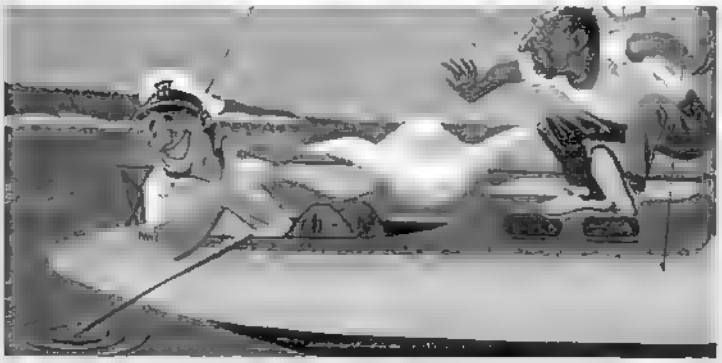


At the command of "Hoist the jib!", the crew belays the boom vang and makes fast all shrouds leading to the deck. He then stows the rinklar gear, and fastens all battens.

At the command of "Sail Ho!", he breaks out the spinnaker. If it's a Genoa rig, he fastens the stay pole to the cam crotch. He then checks for crinks and tightens all bluks.

At the command of "Ease the jib!", the crew runs forward and buffets the sheet. He quickly follows this with the familiar "Poop de deck!". He then scrubs down the deck.

At the command of "Lower the mains'l!", the crew breathes a sigh of relief, for this command means that the cruise is almost over, and he can rest his weary bones at last.



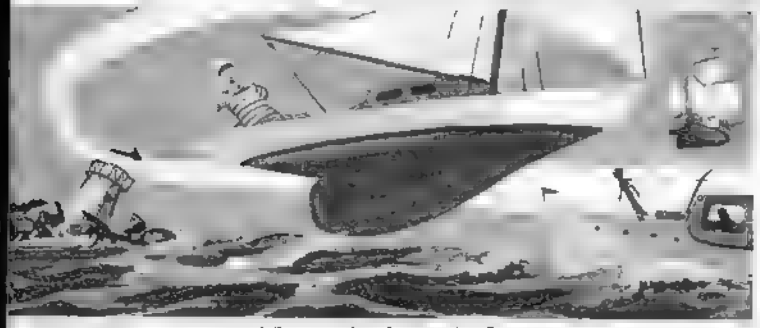
At the command of "Hoist the anchor!", the crew explodes in purple rage, for it means the Captain forgot this most important *first* command, and voyage hasn't even started!

At the command of "Awrrrrk!", the crew relaxes with the realization that the Captain is through, and the Sailboat is his. He then sets sail for South America, and freedom.

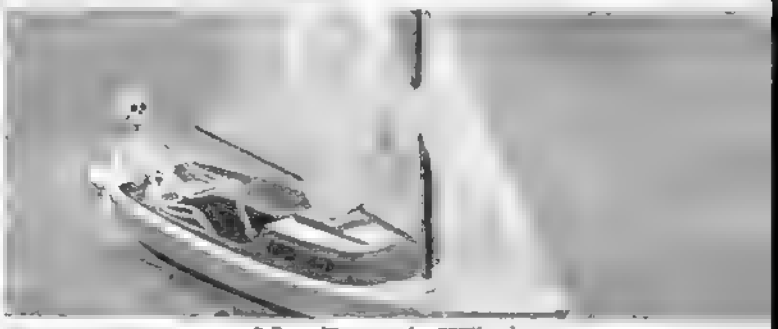
# SAILING HAZARDS

As you have seen, Sailing can be a lot of fun. But if one doesn't know exactly what to watch out for, it can also be pretty dangerous! (Especially if you don't happen to own a Sailboat!)

## ADVERSE WIND CONDITIONS



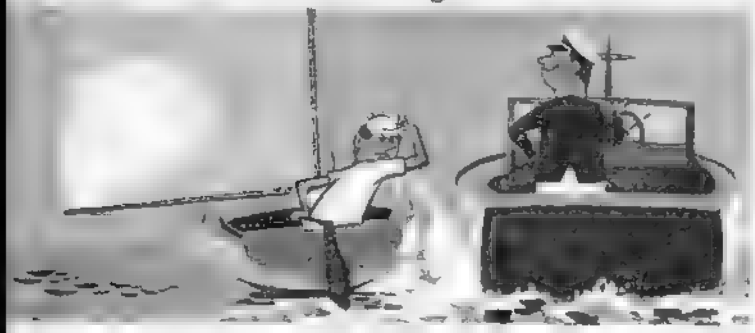
Too Much Wind



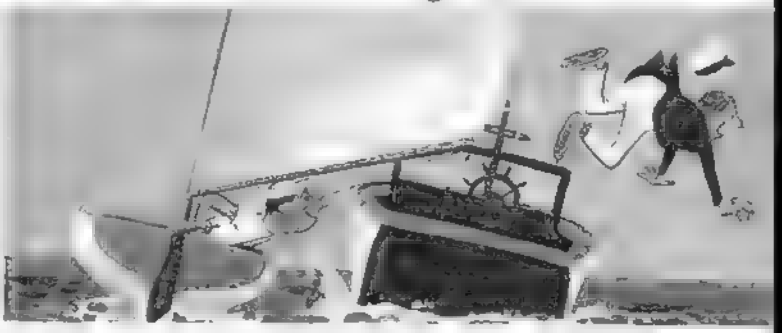
Not Enough Wind

## SUDDEN WIND SHIFTS

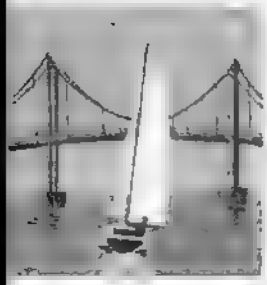
Wind Blowing East

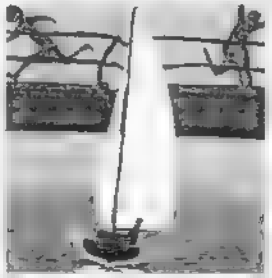


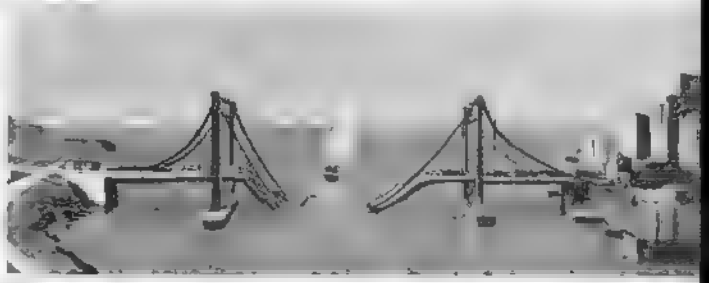
Wind Shifting West



## LOW BRIDGES







# NAVIGATION LAWS

"You say you flew with Von Richtofen during World War I? That's a coincidence!"

## SAILBOATS HAVE THE RIGHT OF WAY

Because Sailboats cannot shift direction or change speed as easily as Power Boats, they have the right of way, and all others regardless of size, must alter their course when approaching.

Today, every new show that comes to Broadway depends for its success upon the critics who review the opening night's proceedings in the next morning's newspapers. No other business in America is subjected to the same close scrutiny by the press. Which is pretty lucky for them. Can you imagine what would hap-

# Critical Reviews

WRITER: GARY BELKIN

## Arnold Flerm Stars As Cashier In New Almac Supermarket Bomb

by Walter Karp

Last night, the Almac Corporation opened a new Supermarket in the Potrzebie Shopping Center on Route 26. This is a large store with a lavish layout, well-lit aisles, and neatly-stacked display racks. Evidently, a lot of money has been spent on this production — but not very wisely.

The long, uneven line of people waiting to pry loose jammed shopping carts, while it may have been due to first-night jitters, was a typical example of the lack of inventive imagination which became more and more apparent as the evening progressed.

We found the subject matter in the Meat Department to be a bit on the raw side, and the material in the Bread Department was definitely stale. (Parenthetically, we'd like to know where a store, which just opened, managed to get "day-old bread"!) Other foods, notably the Fish Department's, were in questionable taste.

However, it must be said that one part of the presentation was entertaining, and worked well . . . namely, the Check-out Counters. The undeniable star of the proceedings in that Department was veteran cashier, Arnold Flerm. Mr. Flerm delivered an outstanding performance at Counter #4 when he checked out six heavily-laden shopping carts in slightly over two minutes. His tart dialogue with the distaff customers was well-planned and delightfuly executed. We especially enjoyed his remarks to an elderly lady who had purchased a can of corn and a can of beans: "Hey, somebody's gonna have succotash tonight!"

Other performances worth noting were those of Lance Levy, who was believable weighing Fruits and Vegetables, and Tab McInerney, who was more than adequate refunding cash for Deposit Bottles. But Horace Quandry, who made quite a name for himself in Off-Broadway Grocery Stores, seemed lost in his first Supermarket role as the manager.

All these faults may seem carping, but they add up to F-L-O-P? for Almac. Their new market is definitely not "Super"!

Arnold Flerm delivers tart dialogue as Almac cashier.

## *Habey S. Darrow Smash Hit*

New Attorney Triumphs In Initial Court Appearance!

BY BROOKS SHNOOKSON

HABEY S. DARROW, a lawyer short in stature but long on wind, made his legal debut in Judge Bernard B. Burney's Traffic Court yesterday morning. And the reactions to his legal pyrotechnics are still with us today, reverberating into the History of American Jurisprudence.

•

Those who were fortunate to attend the opening of Mr. Darrow's career in that courtroom can pat themselves on the back. For never has an attorney with so little to recommend him made such a singular success in the role of a lawyer defending a man accused of double parking.

Yes, Courtroom-goers have a new champion in the person of Mr. Darrow, who proved his case to everybody but the Judge when he challenged the double-parking indictment on the grounds that the arresting officer was not sure there had been a car *single parked!*

•

Mr. Darrow was a crowd-pleaser throughout his performance. His request for a "coffee-break recess" was greeted with glee by the entire audience. And when asked what the grounds were for his request, Mr. Darrow brought down the house with: "Coffee grounds, of course!"

Another instance of hilarity occurred when Darrow was asked if he'd ever been up before a Judge before. Again, the courtroom rocked as Darrow replied: "I'm not sure! What time do Judges get up?"

Habey S. Darrow in legal debut.

THIRTY DAYS, a comedy based on Judge Bernard B. Burney's latest decision "Take Him Away And That Goes For His Lawyer Too", recorded by Sidney Henkledorf, Court Stenographer; directed by Herman Pounder, Court Clerk; carried out by Kermit Boomgun and Arthur Shinybadge, Court Guards, staged by The Municipal Judiciary System, and presented at The Traffic Court Theatre, City Hall Square.

### The Cast

The Defense.....Habey S. Darrow
The Prosecution .....Officer O'Boyd
The Accused.....Paim D. Tudoliers
The Judge.....Bernard B. Burney
Witness.....Ford D. Prosecution
Lady.....Bea Goode
Man.....D. Lifeboats
Kid.....U. Knott
Cop.....A. Plee

Is Habey S. Darrow a Buffoon, or is he a great Legal Genius? I need only to quote him. When the Judge fined his client $1000 for contempt, Mr. Darrow seemed to grow taller as he uttered these immortal words which will probably go down in Courtroom History: "The quality of Mercy is not strained. It droppeth as the gentle rain from Heaven upon the place beneath. It is twice blessed. It blesses him that takes, and him that gets away with it!"

Are these the words of a Buffoon? The Defense rests!

Society is like a garden, and our children are like flowers that bud, grow, and bloom there. Unfortunately, in

pen if other businesses were to undergo this kind of analysis and criticism? Imagine if there were a Brooks Atkinson to review the opening of your Uncle Fred's new Shoe Store, or if there were a Walter Kerr to attend and then comment about the new Dentist on the corner! In short, imagine if there were . . .

# of EVERYTHING

© X "I know my rights! I'm suing for plagiarism!"

## New Bank Opens On Broadway "Second National Savings" Scores Resounding Success!

by GOLDIE STANDARD

The Second National Savings and Loan Association threw open the doors to its new bank at 9 A. M. today, and scored an immediate success. It was the first time in history of Broadway Openings that a new institution allowed immediate withdrawals.

Offering 3½% interest to all comers, the bank featured a dazzling line of beautiful tellers led by the ever-popular Zelda Zablione. Miss Zablione, who has the reputation among professionals as a "Teller's Teller", was superb in the opening moments when she counted out $5000 in one dollar bills without once wetting her fingers. She was a pleasure to behold, mainly because she was counting them out to me.

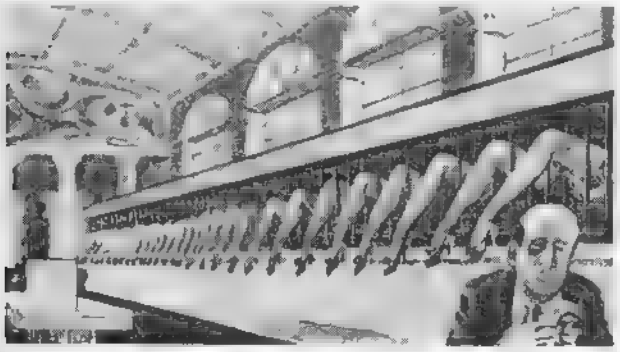
It is difficult to judge any bank on its first day of business, and especially this one, because surprisingly enough, there were no depositors. But the veteran tellers, aided by a sprinkling of talented newcomers, seem capable of handling any situation, like if some show up.

The decor of "Second National Savings" leaves little to be desired. However, our attention was drawn to a conspicuous, out-sized, badly-designed sign which informed the audience that "Bank robberies are Illegal!" This seemed unnecessary, as Security Officer Rafferty J. O'Brien and his men were in evidence everywhere.

Officer O'Brien's otherwise impeccable performance was marred, however, when he accidently shot three depositors who were inquiring about Second National's Christmas Club. But we are sure that O Brien will settle down in his role once he becomes familiar with the bank's routine.

The ball point pens worked well, and all the calendars sported the correct date. The piped-in music was also delightful, and appropriately featured such hit songs as "We're in the Money", "Just My Bill", "Banks A Million", "Dancing Check to Check", and "After the Vault is Open". And pastel-colored deposit slips; pink for women, and blue for men, was an off-beat innovation.

Unfortunately, your reviewer had to leave before the closing scene, which climaxed with the cash-on-hand running out, in order to cover a Pushcart Opening downtown. But I can say unequivocally that Second National Savings is an ideal place to visit. Only I wouldn't want to save there.



"Second National" features a dazzling line of beautiful tellers.

## Latest Issue Of MAD Opens On Newsstands

By GARY BELKIN

The new issue of MAD hit the newsstands of America today, and a few newsstands hit it right back. The garish cover, an atrocity painted by Frank Kelly Freas, depicts Alfred E. Neuman swinging upside-down, apparently defying the law of gravity. I assume this defiance of accepted convention is supposed to be symbolic of the whole MAD approach. Well, the only thing it symbolizes to me is: This magazine may be swinging now, but one of these days, it's gonna fall on its face!

BELKIN

NEUMAN

******

The rest of the magazine (if we can dignify it with the classification) was typical of its usually abysmal style and content. The artists (Freas is not the only offender) again clutter the pages with their ill-considered backround doodling, demonstrating that their artistic training (and their education) evidently ended with Kindergarten. And the writers, who have contributed a preponderance of articles totally lacking in humor and insight, have once again clearly demonstrated their fantastic inability to write the English language properly.

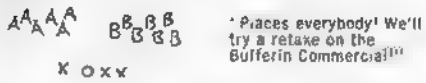
******

The only article worthy of note in the entire issue is "Critical Reviews" by that brillant satirist, Gary Belkin, the one really funny writer associated with MAD. Belkin's previous attempts: "Madison Avenue Political Ad Campaigns"—#56, "Popular Politician Magazine"—#55, and "Scenes We'd Like To See, The Race To The Crossing"—#58, are examples of some of the freshest humor since Mark Twain. His supreme effort appears in this issue—an article in which he considers what might happen if critics were to review other openings beside Theatrical Openings. Brilliance in conception and execution mark this delightful article. The examples he uses to illustrate his idea are superb, especially the final effort in which he reviews the very issue of MAD the article appears in.

******

So for no other reason, I would suggest you buy the magazine.

Because it's the last time Belkin will be in it! He was FIRED!--Ed.

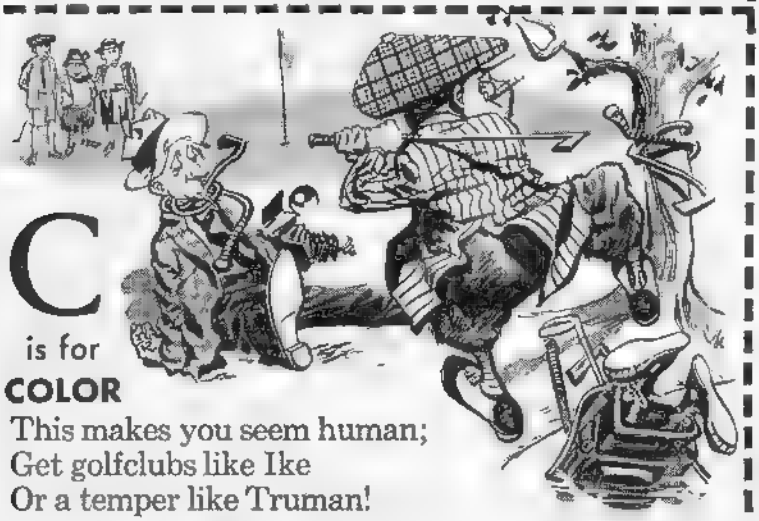



We're getting close to that time of year when thousands of politicians all over the country will be running around, trying to get themselves elected to everything from Sewer Inspector to President. For the benefit of those candidates

# MAD'S 1960

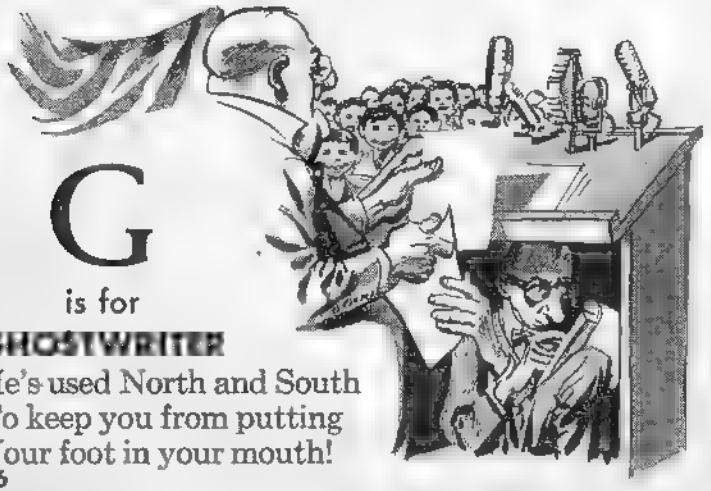
A is for **ADVERTISING**
Vote-wise, it's urgent;
It sells you to folks
Like a washday detergent!

B is for **BABIES**
Why do what's expected?
Don't kiss them; just change them
And you'll be elected!



C is for **COLOR**
This makes you seem human;
Get golfclubs like Ike
Or a temper like Truman!

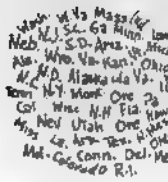
D is for **DRESS**
So wear suits of good quality;
They'll help you to cover
Your true personality!



G is for **GHOSTWRITER**
He's used North and South
To keep you from putting
Your foot in your mouth!

H is for **HANDSHAKE**
Make sure it's not sweaty,
Or limp like a fistful
Of soggy spaghetti!

who have never run for office before, for the benefit of those old campaigners who may need a little review, and mainly for the benefit of the innocent voters who still may not be wise to the ABC's of American Politics, here's



"I nominate . . ."

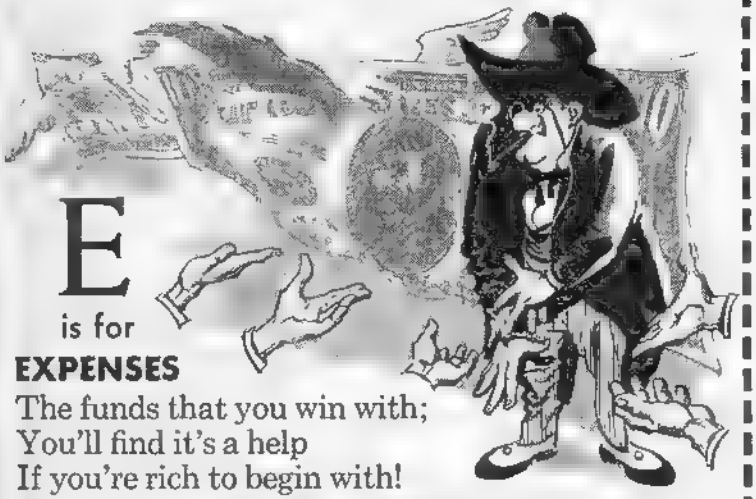
# POLITICAL ALPHABET BOOK

"AND-A-VUN . . . and-a two . . . and-a . . ."

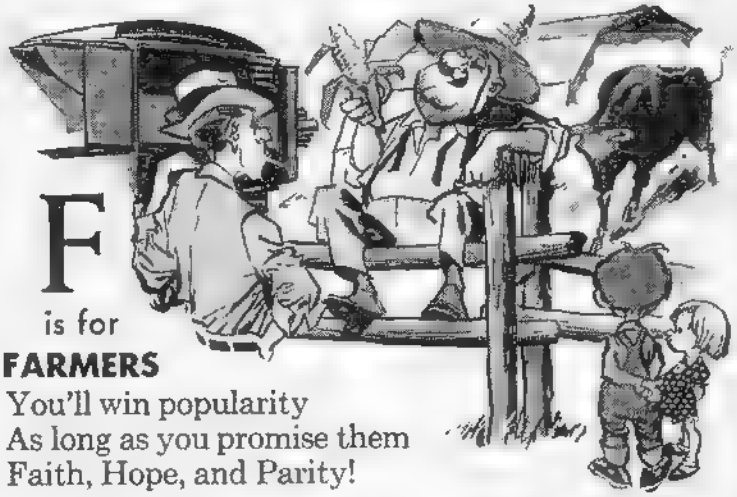
ARTIST: WALLACE WOOD

WRITER: FRANK JACOBS

"Why is it that in every quarter we audition, somebody sings flat?"

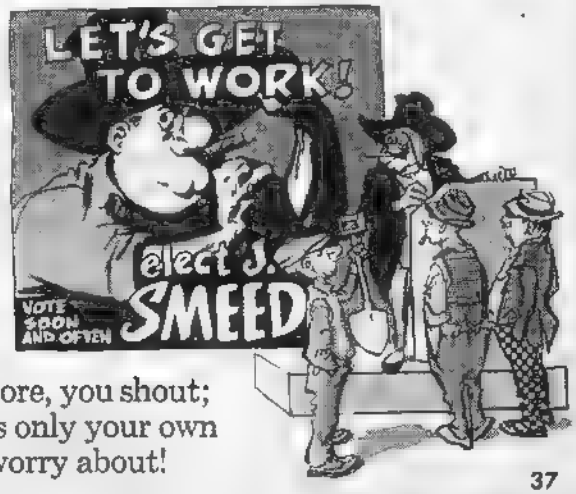


E is for **EXPENSES**
The funds that you win with;
You'll find it's a help
If you're rich to begin with!



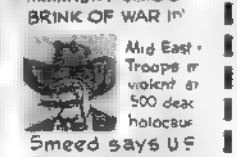
F is for **FARMERS**
You'll win popularity
As long as you promise them
Faith, Hope, and Parity!

I is for **INFLATION**
Just say that it's awful,
And if you're elected,
You'll make it unlawful!

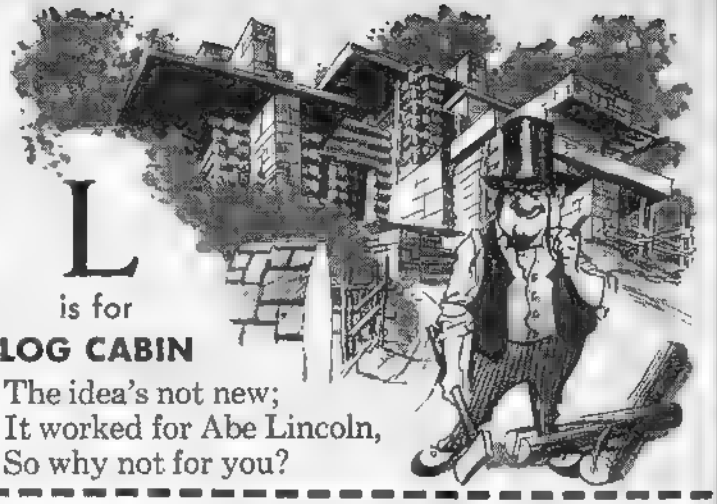



J is for **JOBS**
We need more, you shout;
Though it's only your own
That you worry about!

# KRUSHCHE SAYS BERL

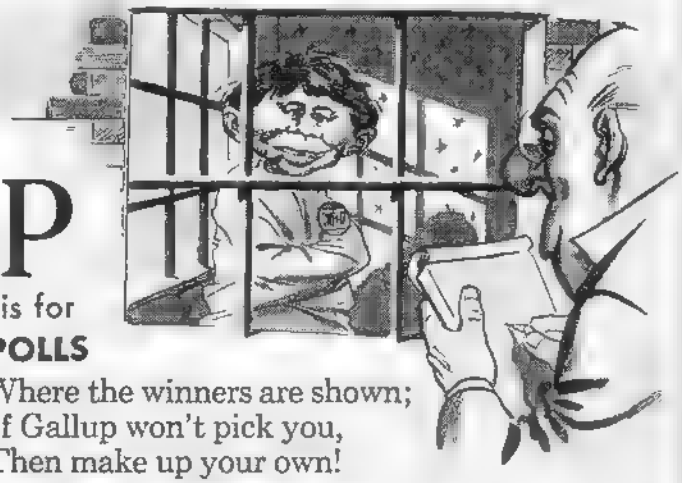



K
is for
**KHRUSHCHEV**
So crafty and cunning;
He's mentioned so often
You'd think *he* was running!

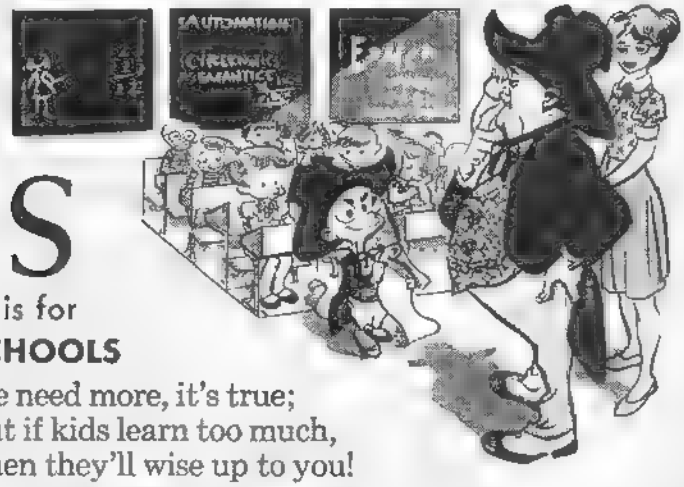


L
is for
**LOG CABIN**
The idea's not new;
It worked for Abe Lincoln,
So why not for you?

O
is for
**OUTER SPACE**
The Russians lead now;
Just promise we'll beat them,
But don't explain how!

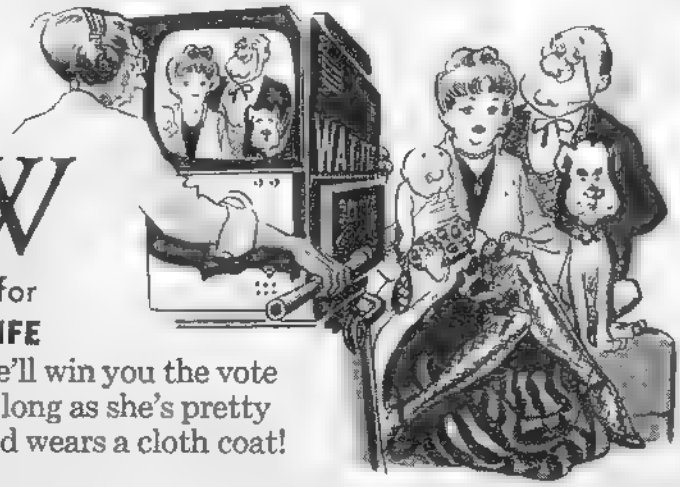


P
is for
**POLLS**
Where the winners are shown;
If Gallup won't pick you,
Then make up your own!

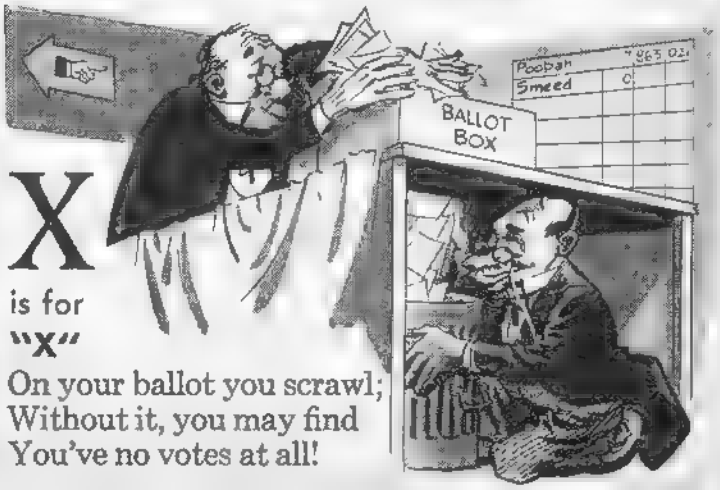



S
is for
**SCHOOLS**
We need more, it's true;
But if kids learn too much,
Then they'll wise up to you!

T
is for
**TAXES**
Proclaim they'll be ending
(Despite all your programs
For spending and spending!)



W
is for
**WIFE**
She'll win you the vote
As long as she's pretty
And wears a cloth coat!



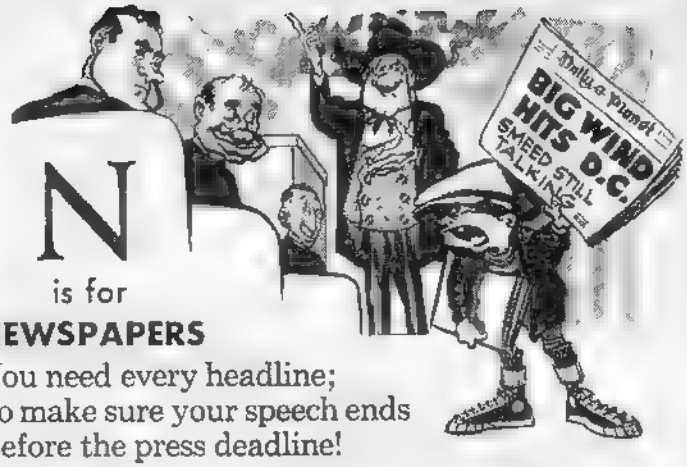

X
is for
**"X"**
On your ballot you scrawl;
Without it, you may find
You've no votes at all!

# M

is for

**MANAGER**

Your boss in the wings;
While you're making speeches,
He's pulling strings!

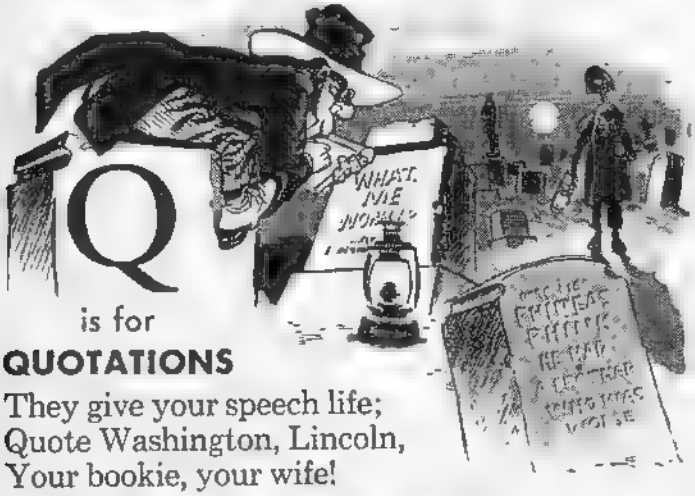



# N

is for

**NEWSPAPERS**

You need every headline;
So make sure your speech ends
Before the press deadline!

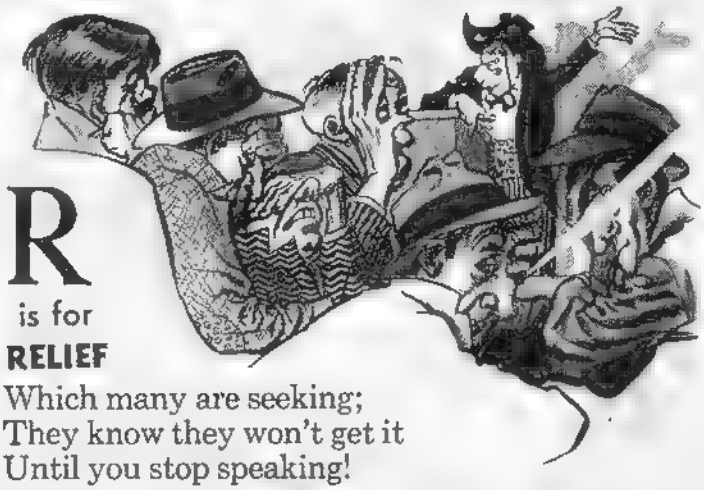


# Q

is for

**QUOTATIONS**

They give your speech life;
Quote Washington, Lincoln,
Your bookie, your wife!

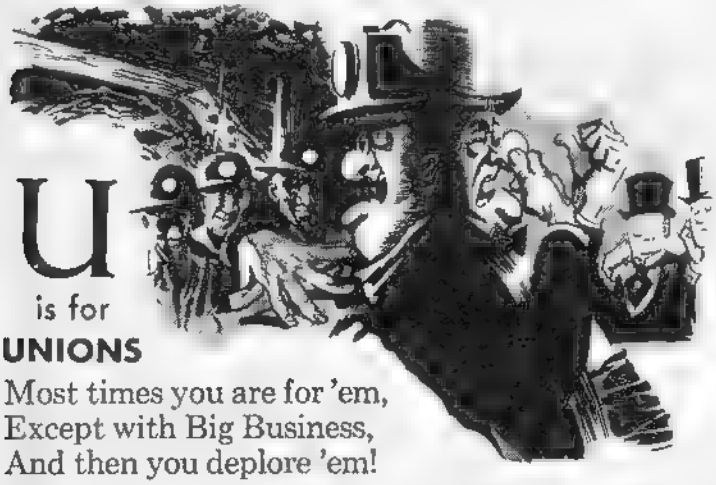


# R

is for

**RELIEF**

Which many are seeking;
They know they won't get it
Until you stop speaking!

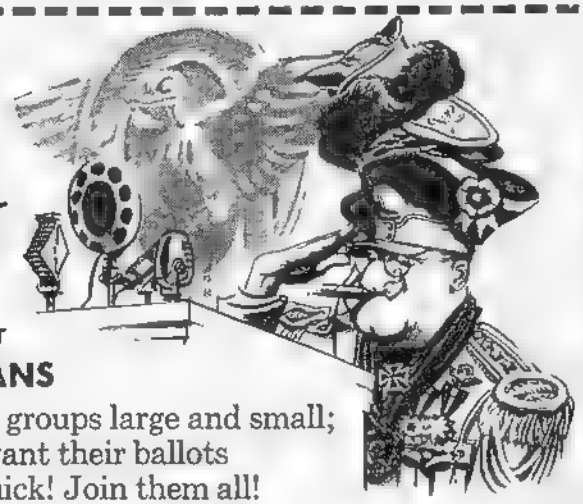


# U

is for

**UNIONS**

Most times you are for 'em,
Except with Big Business,
And then you deplore 'em!

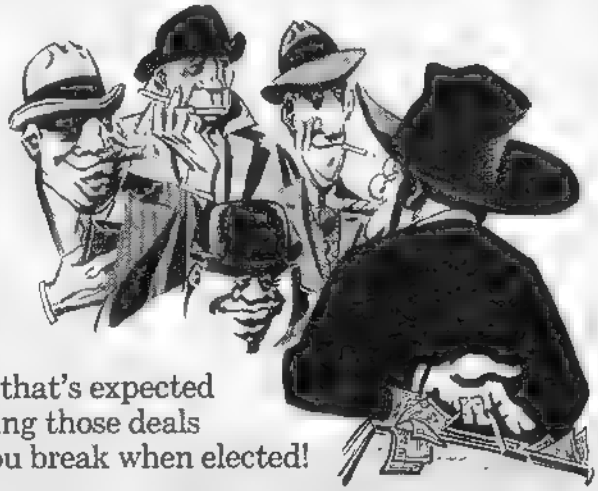


# V

is for

**VETERANS**

They've groups large and small;
If you want their ballots
Then quick! Join them all!

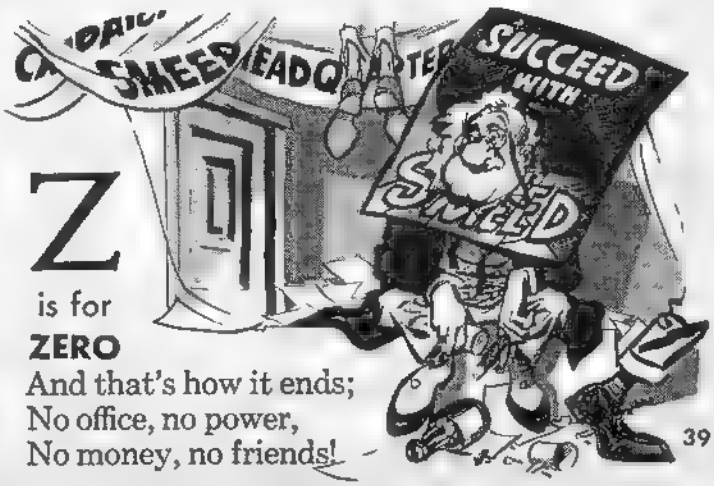


# Y

is for

**"YES"**

A word that's expected
In making those deals
That you break when elected!




# Z

is for

**ZERO**

And that's how it ends;
No office, no power,
No money, no friends!

EVERYONE AGREES THAT CHRISTMAS CAROLLING IS JOLLY GOOD FUN (AND ALSO A SWELL WAY TO GET EVEN WITH OBNOXIOUS NEIGHBORS)! IN FACT, WE AT **MAD** HAVE DECIDED THAT CHRISTMAS CAROLS ARE SUCH A GOOD IDEA, WE REALLY OUGHT TO HAVE

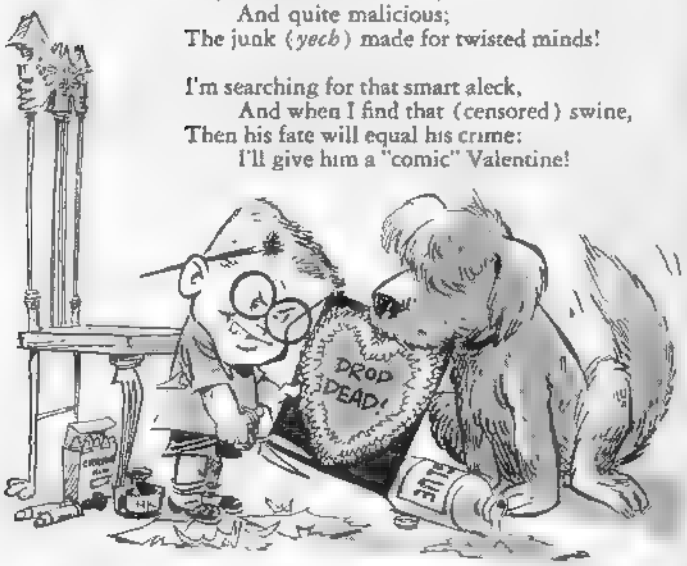
*A "Valentine's Day" Carol*

## I'M LOOKING FOR THAT SMART ALECK

*(To the tune of: "I'm Dreaming of a White Christmas")*

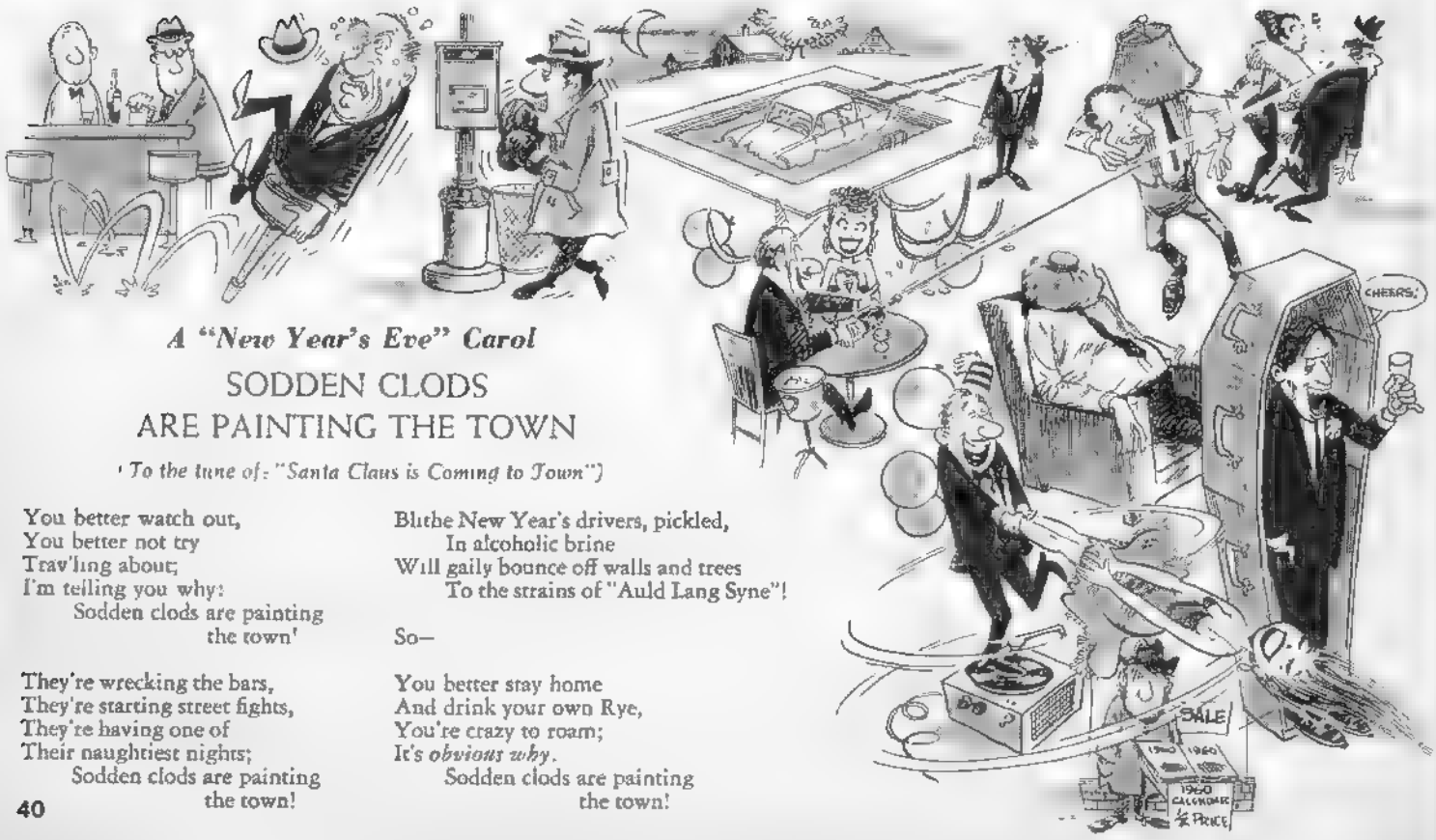
I'm looking for that smart aleck
Who sends those "comic" Valentines;
Oh, their humor's vicious,
And quite malicious;
The junk (*yech*) made for twisted minds!

I'm searching for that smart aleck,
And when I find that (censored) swine,
Then his fate will equal his crime:
I'll give him a "comic" Valentine!




# CAROLS FOR

ARTIST: MORT DRUCKER WRITER: PHIL HAHN




*A "New Year's Eve" Carol*

## SODDEN CLODS ARE PAINTING THE TOWN

*(To the tune of: "Santa Claus is Coming to Town")*

You better watch out,
You better not try
Trav'ling about;
I'm telling you why:
Sodden clods are painting
the town!

They're wrecking the bars,
They're starting street fights,
They're having one of
Their naughtiest nights;
Sodden clods are painting
the town!

Blithe New Year's drivers, pickled,
In alcoholic brine
Will gaily bounce off walls and trees
To the strains of "Auld Lang Syne"!

So—

You better stay home
And drink your own Rye,
You're crazy to roam;
It's *obvious why*.
Sodden clods are painting
the town!

### *An "April Fool's Day" Carol*

## APRIL FOOL!

*(To the tune of: "Jingle Bells")*

Look for flow'rs that squirt,
And for whoopee cushions, too!
Be on the alert,
Or someone might fool you—OO!

It's the day for pranks,
Funny tricks and cracks,
'Cause April First's for childish cranks
And other maniacs!

*Refrain:*

"April Fool! April Fool!"
They shout with each joke!
Little do they know that we
Sincerely hope they choke!

*Repeat Refrain (but with more enthusiasm)*

### *An "Income Tax Deadline" Carol*

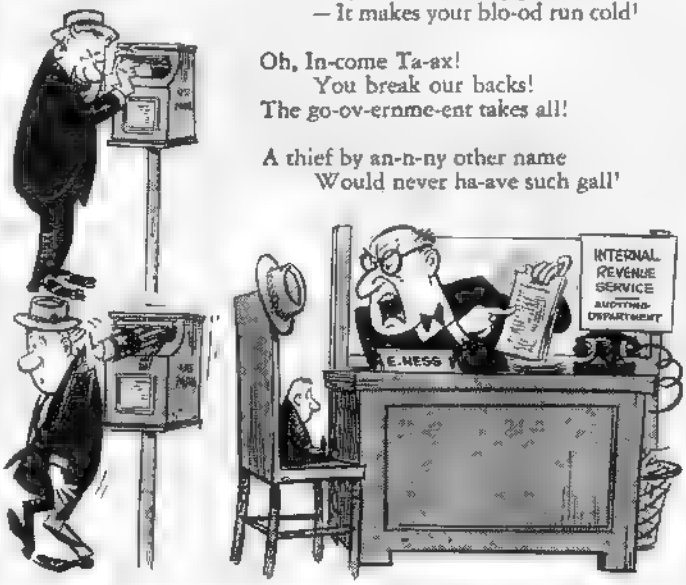
## THEY COME ON APRIL FIFTEENTH, DEAR

*(To the tune of: "It Came Upon A Midnight Clear")*

They come on A-a-pril fifteenth, dear,
To take a-wa-ay our gold;
Tax men, un-mo-oved by plea or tear
— It makes your blo-od run cold!

Oh, In-come Ta-ax!
You break our backs!
The go-ov-ernme-ent takes all!

A thief by an-n-ny other name
Would never ha-ave such gall!




# ALL OCCASIONS

### *A "4th of July" Carol*

## BOOM! THE CHERRY BOMBS EXPLODE

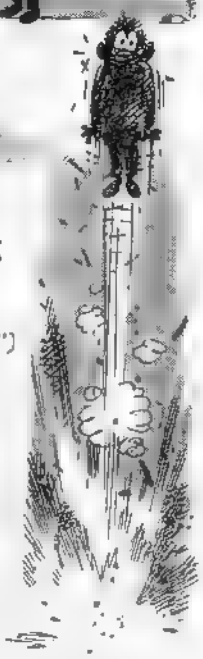
*(To the tune of: "Hark! The Herald Angels Sing")*

Boom! The cherry bombs explode,
Blowing potholes in the road;
Tiny bits of dynamite
Sure can give a guy a fright!

One went off by Irving's mama,
Poor thing almost had a trauma!
Gad! What simple-minded Je-erks
We tu-urn loose with fireworks!

*Refrain:*

Boom! The cherry bombs, etc.



### *A "Halloween" Carol*

## WRECK THE WALLS

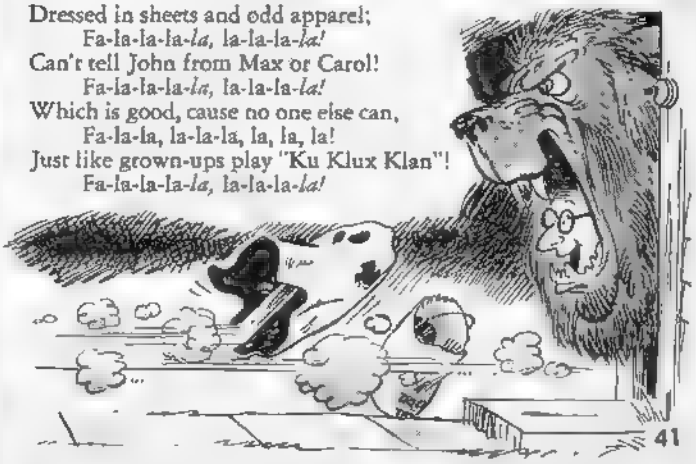
*(To the tune of: "Deck the Halls")*

I

Wreck the walls and fences, golly!
Fa-la-la-la-*la*, la-la-la-*la!*
Isn't "Trick-or-Treating" jolly?
Fa-la-la-la-*la*, la-la-la-*la!*
Ring that doorbell, slash that tire!
Fa-la-la, la-la-la, la, la, la!
Trip that old man with a wire!
Fa-la-la-la-*la*, la-la-la-*la!*

II

Dressed in sheets and odd apparel;
Fa-la-la-la-*la*, la-la-la-*la!*
Can't tell John from Max or Carol!
Fa-la-la-la-*la*, la-la-la-*la!*
Which is good, cause no one else can,
Fa-la-la, la-la-la, la, la, la!
Just like grown-ups play "Ku Klux Klan"!
Fa-la-la-la-*la*, la-la-la-*la!*



**HUE AND CRYIN' OUT LOUD DEPT.**

We've noticed that all the Coloring Books put out for children these days seem to deal with the same things, namely flop-eared bunnies and fuzzy barnyard chicks. Now we ask you, what's a kid gonna learn from coloring flop-eared bunnies or fuzzy barnyard chicks? Modern kids need more reality in their miserable childhoods—to help them prepare for their miserable adulthoods! And that goes for Coloring Books, too! So, in keeping with what is hysterically referred to as MAD's "policy", we present a realistic, educational volume entitled...

# THE MAD "DOWN-TO-EARTH" COLORING BOOK

"Double your pleasure . . . Double your fun . . ."

ARTIST: BOB CLARKE WRITER: SY REIT

EVERY CHRISTMAS, DADDY GOES TO AN OFFICE PARTY

COLOR DADDY'S NOSE **BRIGHT RED.** COLOR THE LIPSTICK STAINS ON HIS COLLAR **BRIGHT RED.** COLOR THE SPOT ON HIS JAW WHERE MOMMY HIT HIM **BRIGHT RED.** COLOR MOMMY'S KNUCKLES **BRIGHT RED.** COLOR THE GIFT WRAPPINGS **BRIGHT RED.** EVERY CHRISTMAS, DADDY ENDS UP IN THE RED!

MOMMY IS INTERVIEWED IN THE SUPER MARKET

COLOR THE ANNOUNCER'S SUIT **BLUE.** COLOR HIS MICROPHONE **BLACK.** COLOR MOMMY'S DRESS **GREEN.** COLOR THE PILE OF FOLDED WASH ON THE LEFT **GREY.** DO NOT, UNDER ANY CIRCUMSTANCE, COLOR THE PILE OF FOLDED WASH ON THE *RIGHT!* LEAVE IT **WHITE,** BECAUSE THE ANNOUNCER IS GOING TO ASK MOMMY WHICH PILE IS WHITER. COLOR MOMMY'S FACE **RED.** BECAUSE SHE PICKED THE WRONG PILE!

## ON THE 17TH OF MARCH, WE HONOR THE IRISH

COLOR THE SHAMROCKS **GREEN.** COLOR THE FLAGS AND RIBBONS **GREEN** COLOR UNCLE PATRICK ON THE LEFT **GREEN.** COLOR HIS SHILLELAGH **GREEN.** COLOR UNCLE TIMOTHY ON THE RIGHT **GREEN.** COLOR HIS SHILLELAGH **GREEN.** COLOR UNCLE MICHAEL IN THE MIDDLE **ORANGE.** COLOR HIS HEAD **BLACK-AND-BLUE.** UNCLE MICHAEL IS FROM THE NORTH OF IRELAND!

## THE FAMILY LOVES TO WATCH COLOR TELEVISION

COLOR EVERYTHING EXCEPT THE TV SCREEN **DARK GREY.** ON THE SCREEN, COLOR THE SINGER'S HAIR **PURPLE.** COLOR HER FACE AND ARMS **BLUE.** COLOR HER TEETH **GREEN.** COLOR THE TREE BEHIND HER **RED** WITH **YELLOW** LEAVES COLOR THE GRASS AROUND THE TREE **PINK.** THERE ARE STILL A LOT OF BUGS IN COLOR TELEVISION!

## IN APRIL, DADDY FILLS OUT HIS INCOME TAX

COLOR DADDY'S FACE **PURPLE** COLOR DADDY'S HAIR **WHITE.** COLOR THE TEARS IN HIS EYES **LIGHT BLUE.** COLOR THE FIRST TAX FORM **LIGHT GREEN** COLOR FORM 1040-A **PALE YELLOW.** IF DADDY IS OVER 65, COLOR FORM 394-B **BROWN*** IF DADDY HAS THREE OR MORE DEPENDENTS, COLOR FORM 11-50 **PINK**** WHERE NET ANNUAL INCOME IS LESS THAN $5000, SUBSTITUTE **MAUVE FOR PINK,** AND FILE TOGETHER WITH FORM 29-E-10, WHICH SHOULD BE COLORED **TAN.**

*$ a add tiona a ding ntruction on form 25, paragraph C line 12

**Applicable to CRAYOLA users only.

## MOMMY AND DADDY WEAR THEIR NEW SUMMER OUTFITS

COLOR MOMMY'S BLOUSE **CHARCOAL GREY** COLOR MOMMY'S BERMUDA SHORTS **CHARCOAL GREY.** COLOR MOMMY'S KNEE LENGHT SOCKS **CHARCOAL GREY.** COLOR MOMMY'S SHOES **CHARCOAL GREY.** COLOR DADDY'S SPORT SHIRT **AQUA WITH ORANGE POLKA DOTS.** COLOR DADDY'S BERMUDA SHORTS **YELLOW** WITH **PURPLE STRIPES.** COLOR DADDY'S KNEE-LENGTH SOCKS **RED** AND **GREEN PLAID.** COLOR DADDY'S SHOES **PURPLE** NOW SEE IF YOU CAN TELL WHICH IS MOMMY AND WHICH IS DADDY!

## IN THE SUMMER, WE GO TO THE BEACH EVERY DAY

COLOR MOMMY'S SKIN **GOLDEN BROWN.** COLOR SISTER'S SKIN **DARK TAN.** COLOR BROTHER'S SKIN **RICH BRONZE.** COLOR BABY'S SKIN **DEEP COPPER.** COLOR DADDY'S SKIN **LOBSTER RED.** GUESS WHO HAS TO WORK EVERY DAY AND ONLY GETS TO THE BEACH ON SUNDAYS?

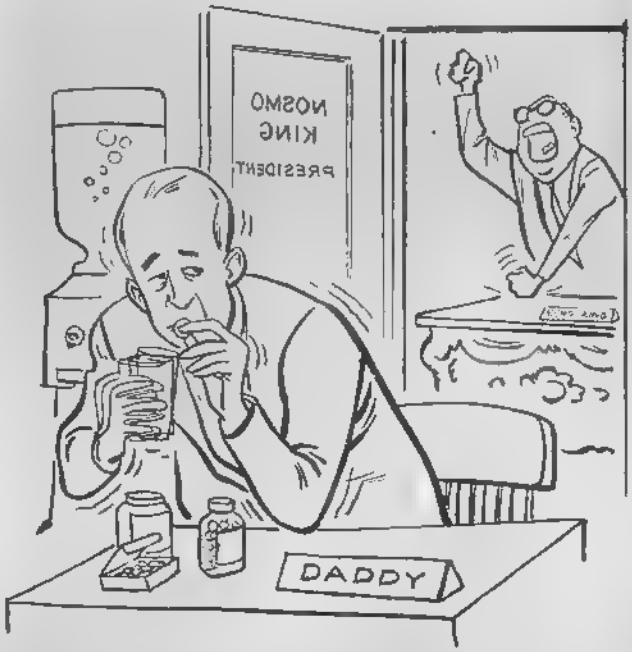
## ON WEEKENDS, DADDY TAKES CARE OF THE LAWN

COLOR THE HOSE **GREEN.** COLOR THE POWER MOWER **GREEN.** COLOR THE BAG OF FERTILIZER **GREEN.** COLOR THE BOX OF GRASS SEED **GREEN.** COLOR THE MONEY DADDY PAYS FOR ALL THESE THINGS **GREEN.** COLOR DADDY'S FACE **GREEN.** COLOR THE GRASS **BROWN.** SOMEHOW, NO MATTER HOW MUCH **GREEN** DADDY USES, THE GRASS ALWAYS ENDS UP **BROWN!**

## IN THE FALL, WE GO ON PICNICS

COLOR THE RAIN CLOUDS **OMINOUS GREY.** COLOR THE LIGHTNING FLASHES **ELECTRIC YELLOW.** COLOR THE POISON IVY ALL AROUND **ITCHY CRIMSON.** COLOR THE STREAM OF DRINKING WATER **DYSENTERY GREEN.** COLOR THE ANTS **SWARMING RED.** COLOR THE BEES **STINGING GOLD.** COLOR THE BULL **CHARGING BROWN.** COLOR THE OTHER ANIMAL **BLACK** WITH TWO **WHITE** STRIPES. AREN'T FALL PICNICS COLORFUL FUN?

## DADDY IS GOING TO ASK FOR A RAISE



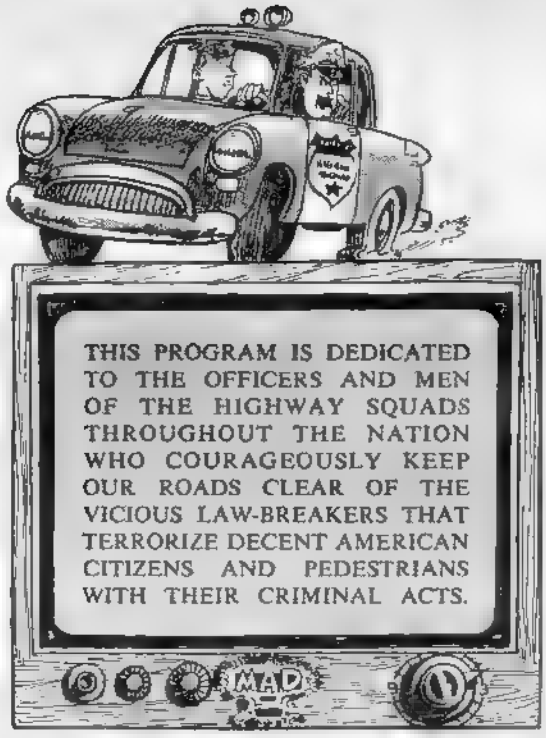

COLOR THE BOSS'S FACE **CRIMSON.** COLOR THE AIR **BLUE.** COLOR DADDY'S BOTTLE OF TRANQUILIZERS **ORANGE.** COLOR DADDY'S ULCER MEDICINE **PINK.** COLOR DADDY'S HEADACHE PILLS **RED.** DADDY HAS CHANGED HIS MIND ABOUT ASKING FOR A RAISE. SHALL WE COLOR DADDY'S NOSE **BROWN?** SHALL WE COLOR THE REST OF HIM **YELLOW?**

**ASPHALT BUNGLE DEPT.**

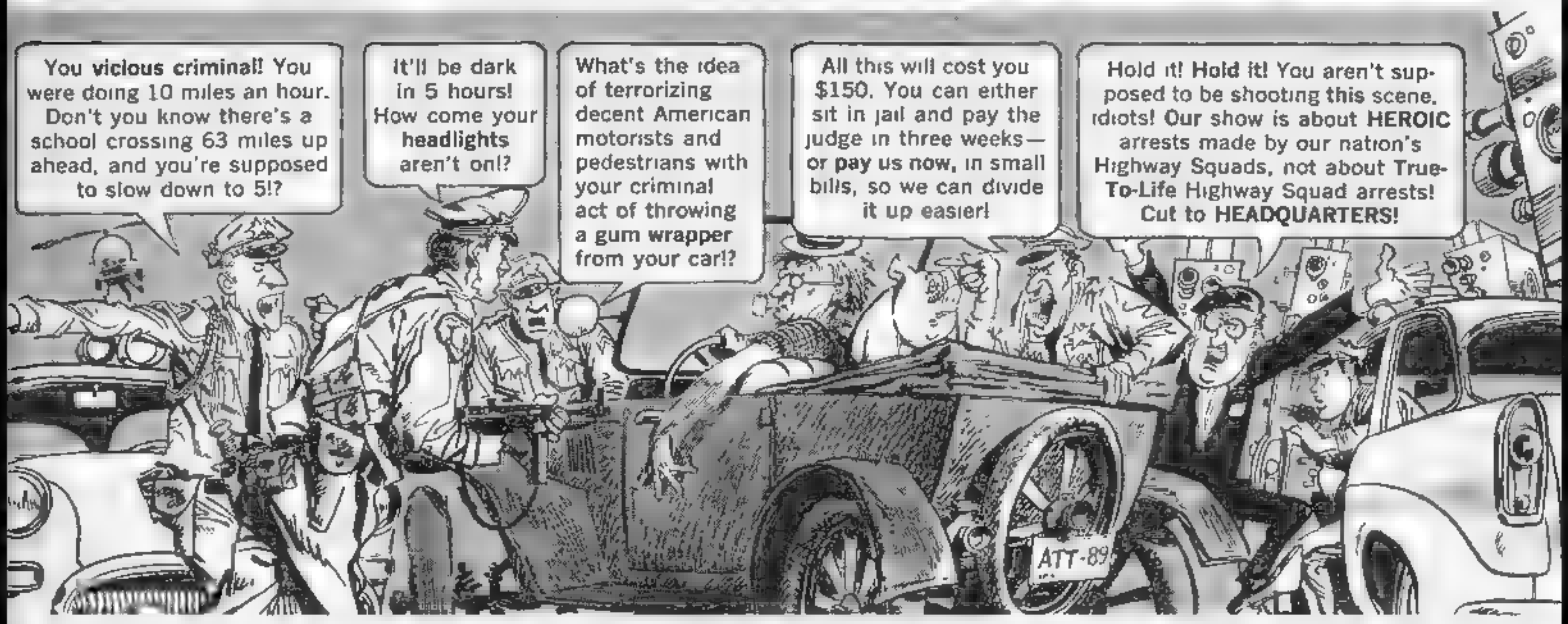
Today, we live in an age of specialization. Everybody is a specialist. In fact, specialization has even hit the TV series. As a result, we've got heroes who only operate in space, heroes who only operate underwater, heroes who only operate in courtrooms, heroes who only operate on farms, and, of course, all those heroes who only operate out West. But our favorite hero is the lovable guy who only operates on highways! We're talking about Lieutenant Don Mildew, of

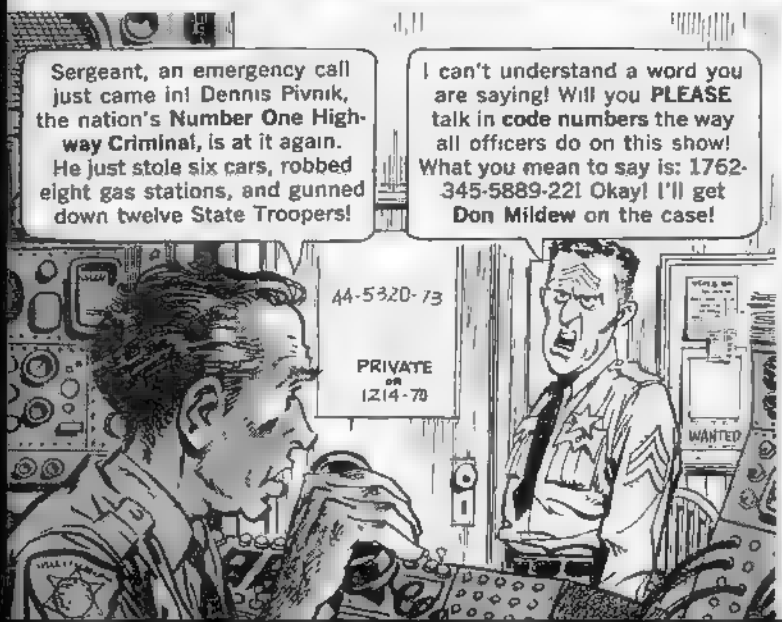
# HIGHWAY SQUAD

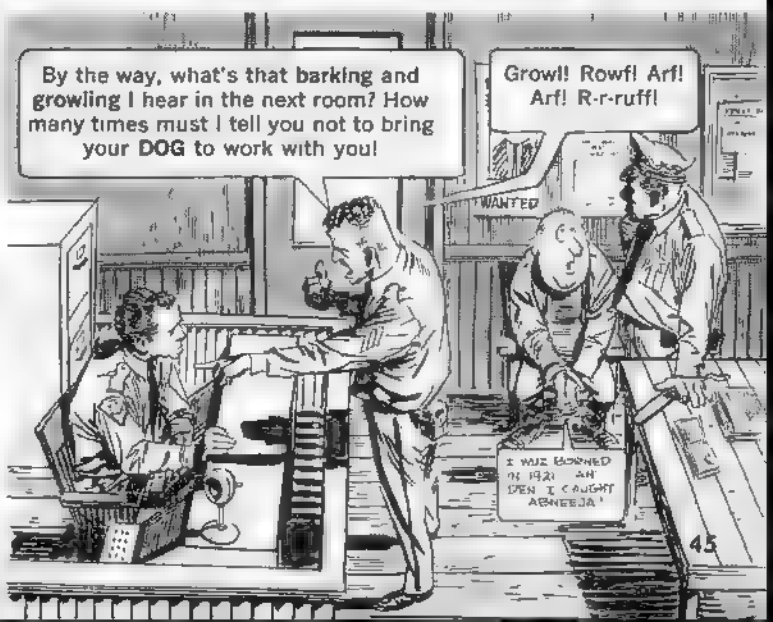
"And this is my uncle who owns a ranch in Texas . . ."



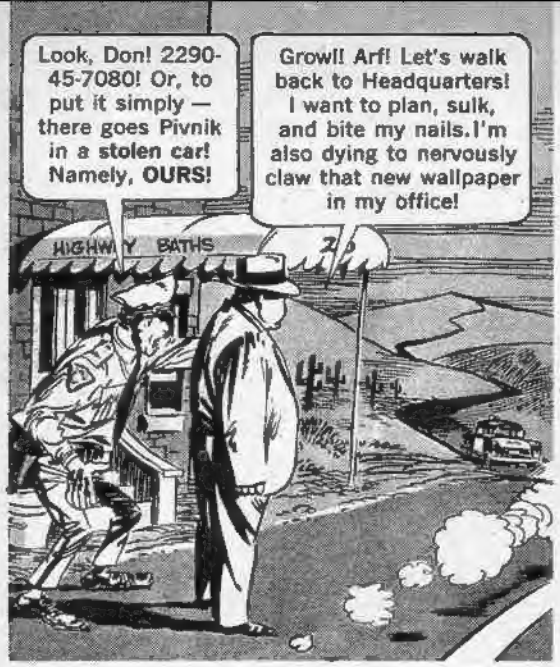

ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL



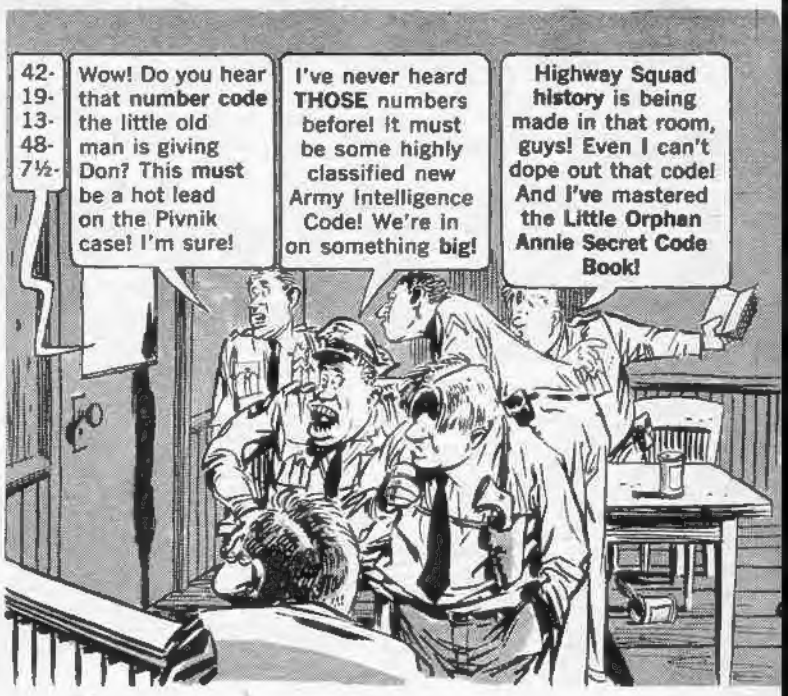



Growl! Rowf! Arf! Arf! R-r-ruff!
Oh! It's only Don Mildew! I guess our TV viewers are right! He does bark and growl, and it is hard to understand him!
Sir! We just got word that 1762-345-5889-22! You'd better get right on it!
What do you say, baby!? Tonight, let's you and me 1435-22-11—
FRESH!
WANTED
GERONIMO
Well, if it isn't 2150! You're 19-1040-52-11!
What he said was: Well if it isn't Don Mildew, the scourge of highway criminals! You're the only one who can capture Dennis Pivnik and make the roads safe for the little people . . . the little drivers, the little pedestrians, and mainly the little cops who hide behind billboards at speed traps!
Growl! Rowf! Sorry I can't get out of the car and give you all my autograph, but with my weight, by the time I squeeze back into the car, Pivnik would be somewhere beyond the Panama Canal.
. . . so like I said, Mr. Mildew I haven't seen Dennis Pivnik in this diner! But before you close this scene, would you please utter one of your typical ironic comments?
Growl! Rouf! Okay, here goes . . .
That's the way the ball bounces!
Wow! Did you get the irony of that typical Highway Squad scene-closing comment!?
It makes me tingle all over! It's almost as ironic as the typical scene-closing comments I used to hear on "Dragnet"!
Good idea, Don, having us stop off at this Roadside Turkish Bath to rest up and map our plan of action! The way I see it, Pivnik must be . . . S'matter, Don? You seem preoccupied! Is something bothering you?
R-r-ruff! I'm a little sensitive about what my TV fans are saying about me! I don't mind that they say I bark and growl, and that I'm getting a little heavy, and that I'm nervous and jumpy! But when they say I never take off my hat, no matter what I'm doing . . . that lie I can't forgive!


Look, Don! 2290-45-7080! Or, to put it simply — there goes Pivnik in a stolen car! Namely, OURS!
Growl! Arf! Let's walk back to Headquarters! I want to plan, sulk, and bite my nails. I'm also dying to nervously claw that new wallpaper in my office!
HIGHWAY BATHS

. . . so the traveling salesman says to the farmer . . . this'll kill you . . . he says, "2258-457-64!" Get it?
2258-457-64! Haw-haw-haw! That's rich!
2258-457-64! Oh, that's a SCREAM!
Ahhh . . . I heard that one before!

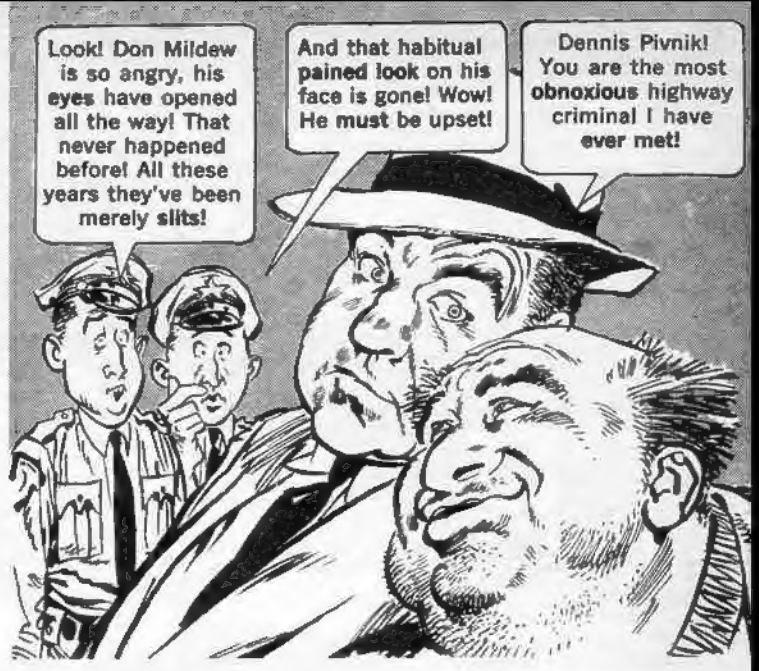
Grr! Rowf! How many times have I told you guys to cut the dirty numbers around here! Now listen! Pivnik is headed west in a stolen police car! I want roadblocks set up on every highway in the state! We've got to catch him before he runs into more cars, before he runs into more people, and mainly before we run into the last commercial! So get moving!
Don! A strange little old man is waiting to see you in your office! I've got a hunch he's got a lead that'll break this Pivnik case wide open!

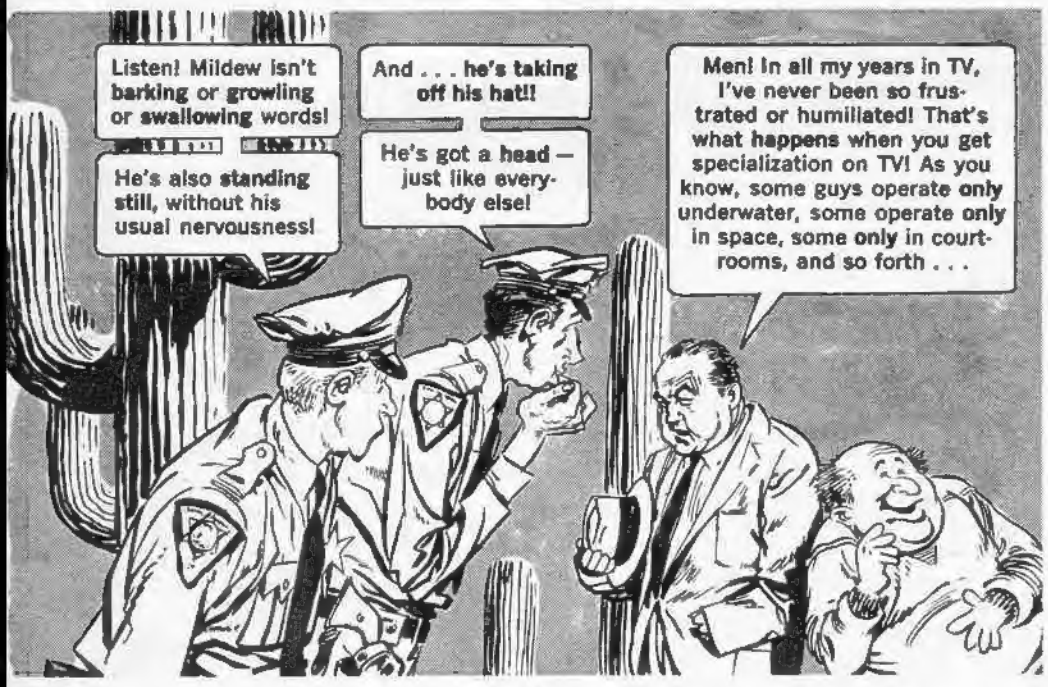

42-19-13-48-7½-
Wow! Do you hear that number code the little old man is giving Don? This must be a hot lead on the Pivnik case! I'm sure!
I've never heard THOSE numbers before! It must be some highly classified new Army Intelligence Code! We're in on something big!
Highway Squad history is being made in that room, guys! Even I can't dope out that code! And I've mastered the Little Orphan Annie Secret Code Book!

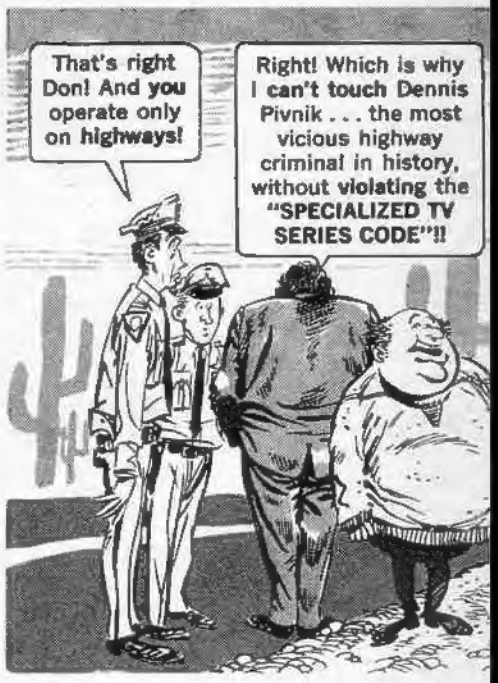
Let's see! I've got your neck size, your sleeve size, your chest size, your shoe size and your hat size. You keep on eating the way you do, Mr. Mildew . . . and no clothes will fit you!
Growl! Arf! Jenkins, you and Riley go out and warm up a car! I'm going to catch Dennis Pivnik before nightfall, or turn in my badge!
Your badge! I almost forgot your badge size! Hold it!

Look, Don! There's Pivnik up ahead in our stolen police car!
Now we'll get him! I'll merely shoot his tires, causing him to crash! Then I can take a short run over to the wreck in my inimitable waddling style, which my fans have grown to love, and slip the cuffs on him . . .
POW
POW

Look, Pivnik is standing and waiting for us! He isn't even defending himself!
He's transfixed by Don Mildew's tough face and frightening waddle! No highway criminal can stand THAT!
Okay, Mildew! You've had your fun! Now beat it! YOU CAN'T TOUCH ME, AND YOU KNOW IT!
STYX
US 101


Look! Don Mildew is so angry, his eyes have opened all the way! That never happened before! All these years they've been merely slits!
And that habitual pained look on his face is gone! Wow! He must be upset!
Dennis Pivnik! You are the most obnoxious highway criminal I have ever met!


Listen! Mildew isn't barking or growling or swallowing words!
He's also standing still, without his usual nervousness!
And . . . he's taking off his hat!!
He's got a head — just like everybody else!
Men! In all my years in TV, I've never been so frustrated or humiliated! That's what happens when you get specialization on TV! As you know, some guys operate only underwater, some operate only in space, some only in courtrooms, and so forth . . .


That's right Don! And you operate only on highways!
Right! Which is why I can't touch Dennis Pivnik . . . the most vicious highway criminal in history, without violating the "SPECIALIZED TV SERIES CODE"!!

You mean . . . ?
You mean . . . ?
Exactly! Dennis Pivnik is NOT ON THE HIGHWAY
101

We've got to call in Mike Sfortz . . . of the SOFT SHOULDER SQUAD!

# HELP THE BEST MAN TO WIN

## ...by calling attention to the worst man to run...

## With An "ALFRED E. NEUMAN FOR PRESIDENT" Kit

### HERE'S WHAT YOU GET:

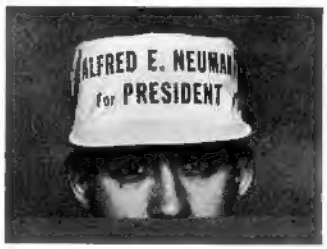
A 2½" FULL-COLOR

**CAMPAIGN BUTTON**

. . . to clip on your clothes, and earn yourself a clip on your jaw.

A RED-AND-WHITE

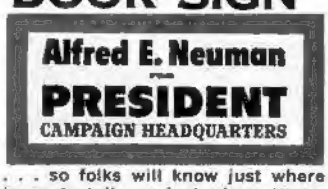
**CAMPAIGN CAP**




. . . to absorb the blows that may be rained down on your thick head.

A CAMPAIGN H.Q.

**DOOR SIGN**




. . . so folks will know just where to go to tell you just where to go.

A 17" x 22" 2-COLOR

**CAMPAIGN POSTER**

. . . just the thing for nailing up, and getting nailed in the process.

A 2-COLOR "DAY-GLO"

**BUMPER STICKER**

. . . self-adhesive for sticking on while being stuck in heavy traffic.

AND ALL FOR ONLY

**$1.00!**

**JOIN THE MAD Political PARTY**

AND BE A REGULAR PARTY POOPER!

**BUCK THE MACHINE**

AND BOLT WITH THE OTHER NUTS!

**IN UNION THERE IS STRENGTH**

AND IN NEUMAN THERE IS ABSURDITY!

use coupon or duplicate

MAD CAMPAIGN KIT
225 Lafayette Street
New York City 12, N.Y.

I enclose $1.00. Please send me an "Alfred E. Neuman for President" kit. I fully realize that campaigning for Alfred may not improve the State of the Union...and could conceivably jeopardize the State of my Health!

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NO. OF KITS AT $1.00 EACH: _____ AMOUNT ENCLOSED: _____

# INDULGE YOURSELF...

For a quick delightful "pick-me-up"

—soak in a bathtub-size coffee cup!

**NEW COFFEE-FLAVORED SINKA BATH SALTS**

Still
99 44/100%
Pure